



MIC

C & D

CHEMIST AND DRUGGIST

MARCH 29 1969

**You have Savlon  
right where you want it!**



**Exclusively** in the chemist's shop

The nationally advertised brand leader



THE QUEEN'S AWARD TO INDUSTRY  
1966 1967 1968



# Go nap on the Aladdin Spring Double

**STOCK UP WITH ALADDIN FLASKS  
AND YOU'RE ON A WINNER**

Take a tip—bet heavily on Aladdin's 'Spring Double' and you'll win every time. Here's the form. Buy in the 'Spring Double' pack of 28 best-selling Aladdin flasks. Two are FREE—a first time out 23oz Continental plus a 16oz Escort in a new winning design. They're worth 21/3d. at recommended retail prices for a start. Study the list of runners for your total profit on an Aladdin 'Spring Double'.

### Additional runner

Order 3 packs or more and your profit increases by 9/2d. per pack.



And that's not all.

In every 'Spring Double' Pack you'll find a 'tote ticket' and a winning post showcard. Use the showcard to build an Aladdin display. Complete the ticket and return it to us. That ticket goes into our lucky 'Tote Selection' with fifty £5 cash prizes for the winners. If your ticket comes up and you're still running an Aladdin display you win a fiver.

**Don't be left at the post, order those 'Spring Double' packs from your wholesaler now.**

**Offer closes 30th April 1969.**

THE FIELD	Total Nett Cost inc. P.T.	Total Returns inc. P.T.
1 x 23 oz. Continental	FREE	12/8
1 x 16 oz. Escort	FREE	8/7
4 x 8 oz. Continental	23/11	32/4
12 x 16 oz. Continental	80/7	109/-
3 x 23 oz. Continental	28/1	38/-
4 x 32 oz. Continental	43/-	58/4
2 x 16 oz. Escort	12/9	17/2
1 x 32 oz. Escort	10/3	13/11
	198/7	290/-
YOUR WINNING PROFIT		£4.11.5d.



**Aladdin**  
W.G.D. TRADE MARK

**Aladdin Industries Limited, Greenford, Middlesex**





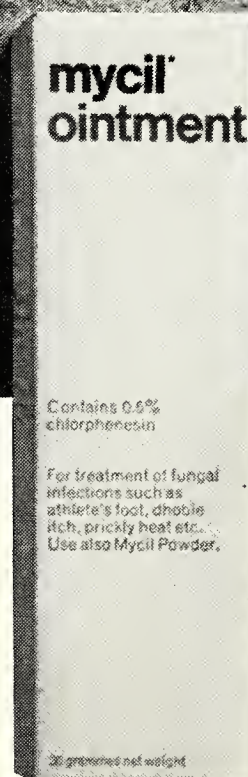
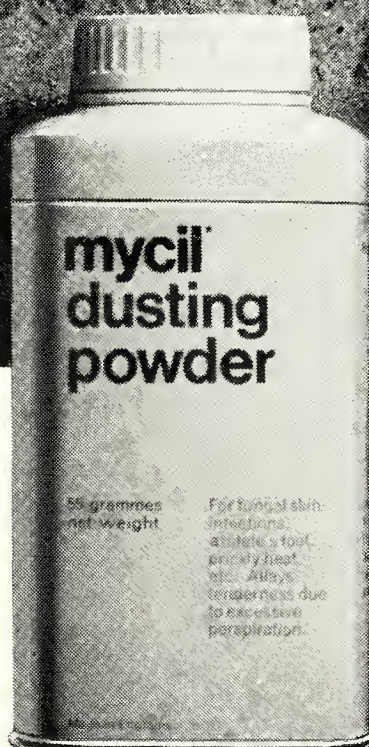
Warm  
weather  
increases  
demand for  
**mycil**\*  
dusting powder  
and ointment

Feet, in summertime, are all too often a sore subject! But many thousands of sufferers know from experience that they can obtain relief from MYCIL dusting powder and ointment. What's more, MYCIL is widely prescribed by doctors for athlete's foot. Demand for MYCIL is especially hot in warm weather—have plenty in stock, and plenty on show!

This attractive display takes up little space, but leads to big sales! The BDH representative will set it up for you.



\* Trade Mark



Made in England  
BDH PHARMACEUTICALS LIMITED LONDON E2



**You know the story of Polarisation!  
Bartex the only 100% perfect polarised  
sunglasses with money refunded  
guarantee. Polarised sunglasses ranging  
from 24/6 to 45/-**

Model shown 1969 special No. PL819—39/6.





# Only Bartex allows your customers a complete money-back guarantee whilst you still retain your profit.

Sell **Bartex** and you can't lose. They're the only polarised sunglasses backed by a complete guarantee. If your customer isn't satisfied (very unlikely) the glasses come back to us, we refund their money, and you don't lose a thing.

Apart from that, **Bartex** offer a whole range of polarised sunglasses that sell from only 24/6 to 45/-. Glasses that do everything the more expensive ones do—cut down intense direct sunlight, ultraviolet rays, eliminate irritating glare.

Styles range from high fashion to traditional, and for customers who wear glasses permanently there are **Bartex** polarised Clipovers, Lightweight, scratchproof, shatterproof. From only 21/- for the standard to 27/6 for the Flip-Clip.

All sunglasses are individually boxed in eye-catching packs to create maximum impulse buying.

Shown below are two of the beautifully designed display stands by **Bartex**.

## 96 PIECE

Floor stand on silent castors free with this selection of 12½ dozen sunglasses and clipovers.

### STANDARD CLIPOVERS

1 doz. (3 of each model)

PL/S/M/L/H Retail 21/- each

### FLIP CLIPS

1 doz. (4 of each model)

FL/PL/-S/M/L Retail 27/6 each

2½ doz. (6 of each model)

PL/80/1/2/3/4 Retail 24/6 each

3 doz. (6 of each model)

PL/85/6/7/8/9/810 Retail 25/6 each

1 doz. PL/811 Retail 27/6 each

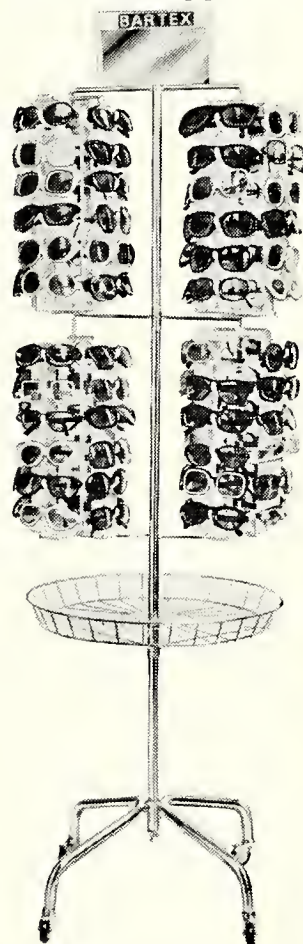
3½ doz. (6 of each model)

PL/812/3/4/5/6/7/8 Retail 31/6 each

¼ doz. PL/819 Retail 39/6 each

¼ doz. PL/820 Retail 45/- each

COST TO RETAILER £138.1.0



## 24 PIECE

Plastic turntable display stand free with this selection of 2½ doz. sunglasses and clipovers.

### STANDARD CLIPOVERS

4 only (1 of each model)

PL/S/M/L/H Retail 21/- each

### FLIPCLIPS

3 only (1 of each model)

FL/PL/-S/M/L Retail 27/6 each

5 only (1 of each model)

PL/80/1/2/3/4 Retail 24/6 each

6 only (1 of each model)

PL/85/6/7/8/9/810 Retail 25/6 each

3 only PL/811 Retail 27/6 each

7 only (1 of each model)

PL/812/3/4/5/6/7/8 Retail 31/6 each

2 only PL/819 Retail 39/6 each

2 only PL/820 Retail 45/- each

COST TO RETAILER £30.9.4



# Bartex polarised sunglasses A

Alfred Franks & Bartlett Ltd., 276 Vauxhall Bridge Rd., London SW1. Telephone: 01-828 9301/6



# FROMENT

## STABILISED PURE WHEAT GERM

For NERVES, HEALTH & ENERGY.

Well advertised, Finest Value.

Packed in 3 sizes—Don't be without FROMENT when your customers ask for wheat germ.

SOLE MANUFACTURERS: JOHN H. HERON LTD., HOOK ROAD MILLS, GOOLE. TEL 2153/4



Sold for  
over  
150 years

Very Pure

The famous Calabrian (Italian) brand Licorice

## FULLY-FASHIONED BABY PANTS

Packed in eye-catching cellophane-pack or colourful display-box. Elastic or taped legs. White, Pink, blue, yellow. Small, medium, large, extra-large. Samples and price-List. QUANTITY QUOTATIONS. (Mfr'd. by)

**A. & H. HEYMAN • HORNDAL AVENUE**  
**AYCLIFFE INDUSTRIAL ESTATE, Co. DURHAM**

Tel: Aycliffe 3307

# QUEEN



Non Irritant

## BEAUTY PRODUCTS

THE SAFETY FACTOR IN  
EVERYDAY MAKE-UP

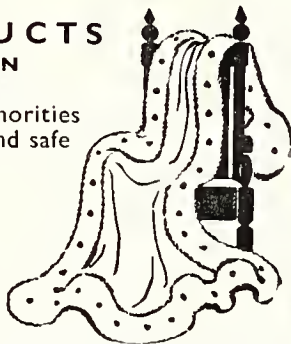
Prescribed by the Medical Authorities  
for over 20 years as the pure and safe  
cosmetic for sensitive skins

Proprietors:-

**BOUTALLS CHEMISTS LTD.,**  
60 Lambs Conduit St., London, W.C.1

Agency Distribution:-

**PEARMOSS LTD.,**  
53 Great Marlborough St., W.1.  
Telephone: 01-437-3102



## 'familia' SWISS BABY FOOD

### something new and different

Familia Swiss Baby Food is rich with valuable nutritives and so smooth. An excellent cereal for babies over 6 months. Familia can be recommended with confidence for easing baby through the difficult changeover period from milk to solids.



Sales support through  
continuous advertising  
in the press.

**G. COSTA & CO. LTD.,**

Staffordshire Street, London, S.E.15.

(Sole U.K. Distributors)

## Luma anti-rheumatic compound now available in air-tight polythene drums



Rapidly increasing sales have necessitated the introduction of a 28 oz. polythene bathroom pack with an air-tight lid. Luma is advertised to sportsmen in leading sporting publications stressing the value of a Luma bath.

Make sure you have Luma in stock. 28 oz. pack; recommended retail price 8/-. Also in handy cube form or bulk drums.

Details from your wholesaler or from

# Luma

BRAND

Marshall Proprietaries Ltd.,  
Marshall House,  
468-472 Purley Way,  
Croydon, CR9 4BL.  
Tel: 01-688 7211.

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# Aronde and Woman's Own

are going to  
the heads of  
11 million  
women

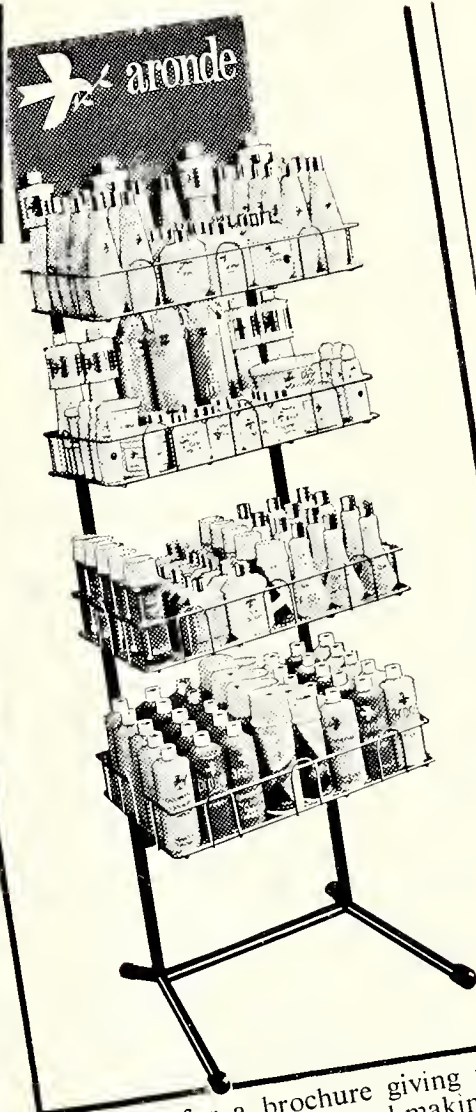
Here's the hair beauty care promotion that no chemist can afford to miss! It's the one in which Aronde sells five top favourite shampoos—through *Woman's Own* exclusively—to an audience of more than 11 million women.

## Dramatic Full Colour Advertising

The high-impact Aronde campaign begins with a striking whole-page full-colour advertisement in *Woman's Own* on May 31st, followed by a mini page in full-colour on June 7th. And further hard-hitting Aronde advertisements will appear in *Woman's Own* on June 14th, June 21st and June 28th. This powerful campaign will be seen by 11,170,000\* women, and will feature the five best-selling shampoos from the famous Aronde range of toiletries... Beer Shampoo, Coconut Oil Shampoo, Medicated Shampoo, Hairdressers' Lanolin Shampoo and Hairdressers' Egg and Lemon Shampoo. This nation-wide publicity will send women everywhere flocking to their chemists for the biggest hair beauty value of the year.

## Full-scale Merchandising Support

A special range of colourfully compelling display material has been designed by *Woman's Own* Merchandising & Promotions Department... comprising a sales-making window streamer, showcard and instant card. And there is also the proven successful Aronde "help-yourself" dispenser, a sell-out unit that takes up an amazingly small space. Keep your eye on



your mail for a brochure giving you full details of the promotion and making it easy for you to order your display aids, all of which are supplied to you ABSOLUTELY FREE OF CHARGE. Alternatively, you can get full details from your Aronde representative or write to the Columbia Products Co. Ltd., Sherborne Avenue, Binstead, Ryde, Isle of Wight. Remember, Aronde and *Woman's Own* are going to the heads of 11 million women—make sure a big share of the profit comes to you.

\* NRS Feb - June 1968 Simulated Frequency Data

Reproduced from

# WOMEN'S MARKET

## Headline News!

Aronde shampoo lines are going to the heads of 11 million women... so say *Woman's Own*, the world's second largest woman's magazine. Make sure you stock up - and cash in on the eye-catching free display stand too! Post the coupon for details - and your own free test sample of Aronde Egg & Lemon shampoo!

TO

# aronde

Laboratories Limited,  
Sherbourne Avenue,  
Ryde, Isle of Wight.

Please send my free sample of Aronde Giant Size Egg & Lemon shampoo!

Name..... (Trade Only)  
Address.....

CD/29/3



**Somebody's  
told her  
young legs  
are coming  
back!**







# ...could be you!

Just because a girl has varicose veins she doesn't have to look like a hospital patient — not now that you can supply her with attractive Lastolita stockings. Lastolita conform to specifications for lightweight elastic yarn stockings — and they're flattering with it! Have you adequate stocks? — here's why you should:

- ★ Heavy consumer advertising.
- ★ Exceptional trade terms for packs of 1/2 dozen pairs. More profit for you.
- ★ Rigid quality control—backed by immediate replacement without question.
- ★ Quick, reliable delivery.

## Lastolita

Lightweight foundation  
stockings by Lastonet  
LASTONET PRODUCTS LIMITED  
REDRUTH CORNWALL



# SPECIALS FROM **Gillette®** IN APRIL/MAY



## **Gillette® SUPER SILVER** BRITAIN'S BEST BLADE

### Special retailer display bonus on pillar packs

Reply paid cards are attached to the pillar packs  
All you have to do is display the packs and post the cards

**5/-** on 25 × 5 blades  
= over 2d extra profit  
per 5 blades

**10/-** on 25 × 10 blades  
= over 4½d extra profit  
per 10 blades



## SHAVING COSTS LESS!

**1'6 OFF**

150g. FOAMY

~~5/2~~ to 3/8

recommended  
price

**9<sup>D</sup> OFF**

LATHER & BRUSHLESS  
TUBE SHAVE CREAM

~~3/5~~ to 2/8

recommended  
price



## SPORTSMAN RAZOR

The summer selling 3 piece razor

**on 12 for 11**

**4/- RECOMMENDED R.S.P.**

order the display merchandiser of 12 razors

## *Tame* CREME RINSE

Free shampoo with Tame Sachets

**on 36 for 33**

in display merchandiser

112g and 60g bottles

**on 12 for 11**

**TEAR OUT  
THIS PAGE  
AND SEND  
YOUR ORDER  
TO YOUR  
WHOLESALE  
NOW!**

ITEM	QUANTITY
Gillette Super Silver	25 × 5 Dispenser Pillar Pack Bonus Stock
	25 × 5 Packet Pillar Pack Bonus Stock
	25 × 10 Dispenser Pillar Pack Bonus Stock
Sportsman Razor	Merchandiser (12 for 11) Razor (12 for 11)
Foamy	150g. (1/6 OFF)
Lather Tube Cream	Tubes (9d OFF)
Brushless Tube Cream	Tubes (9d OFF)
Tame	Sachet Merchandiser (free shampoo 36 for 33)
	112g. (12 for 11)
	60g. (12 for 11)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



To every man who ever wanted  
to make more money, this is a  
vital word:

**Cuticura®** In 1969 Cuticura are continuing their great advertising campaign that's been researched and tested to make sure it really does its job. And that, of course, is to sell more Cuticura than ever before.

There'll be whole page ads for Soap, Hand Cream and Talcum, in mass market women's magazines. In Honey, Woman, Woman's Own, Living, 19, True Story, True Romances, Woman's Story—a really powerful burst of advertising.

We think it's only fair to warn you that women will be wanting Cuticura. So we'd like to suggest that you really stock up. And get your fair share of the very generous profits. All you have to do is remember this vital word. Cuticura.

PS24



To every girl who ever felt  
embarrassed about her skin  
a comforting word.

**Cuticura** Hand Cream



Cuticura guards your skin



To every mother with a  
beautiful young baby, this is  
an important word:

**Cuticura** Talcum Powder



Cuticura guards your skin



To every woman who  
ever wanted to hide her hands,  
a cheering word:

**Cuticura** Hand Cream



Cuticura guards your skin



# Free from...



ACTUAL SIZE  
12½" x 7½"



# ..OVALTINE

# 150,000

# jig saw puzzles



Ovaltine is giving away magnificent, full colour jig-saw puzzles—150,000 of them—featuring the famous Ovaltine Farm.

It's another 'Big Three' promotion to push your sales of Ovaltine, Nu-Choc Drinking Chocolate and Ovaltine's Instant Non-Fat Milk.

All your customers have to do is fill in a coupon and mail it to the OVALTINE JIG-SAW OFFER address, with 2 proofs of purchase—two labels from an 8 oz or 16 oz tin of Ovaltine, or one label from

these sizes of Ovaltine and the printed sealer from either Nu-Choc Drinking Chocolate (8 oz) or Ovaltine's Instant Non-Fat Milk—plus 6d. to cover postage and packing.

It's backed by 'BIG THREE' sales support: FULL PAGES IN THE RADIO TIMES ... WOMAN ... WOMAN'S REALM ... WOMAN'S WEEKLY ... plus a full range of eye-catching display material.

Offer open April 1st. to May 31st.

## STOCK DISPLAY SELL THE OVALTINE 'BIG THREE'





*Last day of*  
**'Marzine'**  
**3-WAY**  
**Bonus Offer!**

You've only a short time left to take full advantage of the attractive bonus terms available. Vigorous advertising will support your selling right through the holiday season. Stock up with 'MARZINE' travel sickness tablets now!

**THESE ARE THE BONUS OFFERS THAT ARE OPEN TO APRIL 12th**

Order 3 doz tubes **Get 13 to the dozen!**

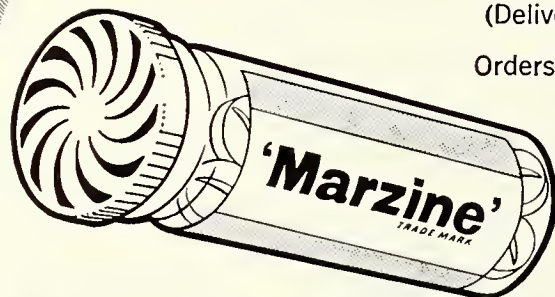
Order 6 doz tubes **Get 14 to the dozen!**

Order 1 gross or more **GET 14 TO THE DOZEN!—PLUS**

**DEFERRED PAYMENT TERMS**

(Delivery now. Payment in August)

Orders of 5 doz tubes or more, carriage paid.



**3/- per tube of 10 tablets**

 **BURROUGHS WELLCOME & CO.**  
(The Wellcome Foundation Ltd.) LONDON



## "I can most certainly recommend Jochem's"

— writes Mr. T. R. Gibson of London

"My scalp was unhealthy, constantly itched and my hair was falling fast". This was Mr. Gibson's plight seven years ago. He tried many remedies and even went to a hair specialist—all without success. But—"from the first time I used Jochem's", he writes in his letter to Beautisales Ltd., "I have never had any skin trouble or itching and I have definitely preserved what was left of my hair . . . I am very grateful to the person who recommended it to me and am glad to tell people about it."

# Jochem's

### HORMONE HAIR PREPARATION



Prices: £6.19.0 per dozen or 12/1 per bottle far less than one dozen (all prices plus P.T.)  
Ta retail at 24/3 per bottle (inc. P.T.)

Manufactured under licence  
and distributed by:-

**BEAUTISALES LTD.**

35 Old Bond Street, London, W.1.

Telephone: HYDe Park 2565-6

Eire Agents:

MAC SALES LTD., 20 Lower Dorset Street, Dublin 1

# ILON ABSCCESS SALVE

for:

**BOILS** A daily dressing will remove pain and quickly clear up condition.

**CARBUNCLES** Respond quickly to regular dressing with Ilon Abscess Salve.

**SUPPURATING WOUNDS** Ilon Abscess Salve is essentially an ointment for the elimination of suppuration *Contains no Antibiotics*

Manufactured by

**ILON LABORATORIES (HAMILTON) LTD**

LORNE STREET • HAMILTON • LANARKSHIRE

TEL.: HAMILTON 24310

Supplies from your usual wholesale house



# C & D

## CHEMIST AND DRUGGIST

ESTABLISHED 1859

THE WEEKLY NEWSPAPER FOR PHARMACY  
and all sections of the drug, pharmaceutical,  
fine chemical, cosmetics, and allied industries  
*Official organ of the Pharmaceutical Society of Ireland  
and of the Pharmaceutical Society of Northern Ireland*

Volume 191

March 29, 1969

No. 4650

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GLASGOW: 8 Merrylee Road, Newlands, S.3. Phone: Merrylee 6356.  
LEEDS, LS16 6HX: 32 Wynford Rise, West Park. Phone: Leeds 67 8438.

### ANNUAL SUBSCRIPTION

which includes The Chemist and Druggist Year Book and Buyers Guide, £5. Single copy 2s. 6d. (including postage).



MEMBER OF THE AUDIT BUREAU OF CIRCULATION

© MORGAN-GRAMPIAN LIMITED, 1969



# BONUS OFFER!

**2  
per doz.  
FREE!  
on 3 dozen  
or more**



**FROM CHEMISTS ONLY**

For all minor burns and wounds, scalds, rough skin, cuts, scratches, abrasions, bites and stings (insect and plant) and sunburn.

#### NOTE THE FORMULA

Aminacrine Hydrochlor	0.1 %
Benzocaine	0.1 %
Phenoxyethanol. (Bacteriostatic)	1.0 %

WELLCOME INSTITUTE  
LIBRARY

Coll. WelMOMec

Coll.

No.

# PROFIT 71%

Trade Price 22/6 doz. Suggested Retail 2/9 per Tube

TERMS:

Carriage Paid: £12 value (excluding P.T.) all items England and Wales. £15 (excluding P.T.) all items Scotland  
Isle of Man and Channel Isles. £20 (excluding P.T.) Northern Ireland.

## SEND YOUR ORDER NOW!

CUXSON, GERRARD & CO. LTD. Oldbury, Warley, Worcs. Tel: 021-552 1355





# C&D

## CHEMIST AND DRUGGIST

Volume 191

MARCH 29, 1969

No. 4650

## Franco-British Congress, 1969

### LOIRE VALLEY VENUE

THE 1969 Franco-British Pharmaceutical Congress is being held at Tours in the Loire Valley of France during the week-end Friday May 16 to Monday, May 19.

The *Val de Loire* is an ideal area for excursions, and members will visit some outstanding chateaux. Highlight of the weekend is a tour of the Balzac Museum, conducted by the curator, M. Matadier, a prominent French pharmacist. Business session subjects are "Poisoning — a Lost Art?" and "Poisons History and Pharmacy." The organisers have arranged air passages on regular flights from London (Heathrow) and Paris (Orly) airports at reduced rates. Full congress cost is £45 (V Form £32). For those travelling individually to Tours the fee is £30 (V Form £30). Interested parties should send at once for application form to The Secretary, Franco-British Pharmaceutical Commission, 17 Bloomsbury Square, London, W.C.1.

### N.P.U. Officers

#### 1969-70 APPOINTMENTS

THE Executive Committee of the National Pharmaceutical Union has chosen as its officers for the next twelve months Mr. John Reed (*Chairman*), Mr. H. Steinman (*Vice-chairman*) and Mr. H. B. Coulson (*Treasurer*). Mr. Steinman, the longest serving member of the Executive, was the Union's chairman in the year of its Silver Jubilee and has obviously been chosen to become its Golden Jubilee chairman when he succeeds Mr. Reed.

### Amphetamine Powder

#### DOCTORS ADVISED NOT TO PRESCRIBE

DOCTORS are being advised by the British Medical Association to discontinue prescribing amphetamine in powder form. The action follows recent advice to pharmacists by the Council of the Pharmaceutical Society that they should refuse to dispense any prescriptions they may receive for amphetamine sulphate powder (see *C. & D.*, March 8, p. 204). The B.M.A. says there is no justification for prescribing the powder, which is reported to have been used recently for the preparation of intravenous injections. The Association has also announced that it has set up a working party to explore with

the Home Office how best to prevent future misuse of potentially dangerous drugs.

### Electrical Appliances

#### COLOUR CODE REGULATIONS

ALL domestic electrical appliances offered for sale after July 1, 1970 will be required to have flexes conforming to the international colour code—green and yellow (earth); blue (neutral) and brown (line). Each appliance will be required to carry a specified label indicating the code. Until July 1, 1970 the use of the colour code green (earth), black (neutral) and red (line) is permissible. The regulations come into operation on July 1 and are The Electrical Appliances (Colour Code) Regulations 1969 (H.M. Stationery Office, price ninepence) made under the Consumer Protection Act, 1961.

### Decimal Currency

#### BOARD AND RETAILERS

THE declared main aim of the Decimal Currency Board's programme in 1969 is to alert the smaller businesses in the retail and distributive trades "to the realities of decimalisation." The programme includes distribution of special leaflets, participation in trade exhi-

bitions a colour film and reference booklets. The secretary of the Retail Consortium advises "Make up your mind to go decimal on D day [Feb. 15, 1971] if you possibly can." Many of your competitors have already made arrangements to do so. Having made your decision see that your cash register, scales, office machinery and forms will all be ready." Preparation for decimalisation is to be one of the major topics at a Nottingham University conference for over seventy staff trainers of Boots, Ltd., who are concerned with a retail staff, numbering around 35,000 (more than one per cent. of Britain's retail sales force). Nearly one whole day of the four-day event is to be spent on a film discussion, and study groups on decimal training and a decimal currency clinic.

### Development Control

#### MINISTRY'S POLICY NOTE

THE Ministry of Housing and Local Government and the Welsh Office have published a series of "Development Control Policy Notes" setting out current ministerial policy and giving guidance to developers. Note 3 (H.M. Stationery Office, price one shilling), dealing with industrial and commercial development states that planning control aims to steer new shops to recognised shopping areas, "having due regard to the shopping needs of the town — rather than allow them to be scattered indiscriminately." Later it is stated that it is recognised that some shops are also needed "usually singly or in small groups, elsewhere to



**DRUGS TO AUSTRALIA:** First commercial consignment of new asthma drug Intal from the factory of Fisons Pharmaceuticals, Ltd., Loughborough, Leics., leaving for Sydney, Australia, by freight plane. The twenty large crates will ensure adequate supplies to enable Australian doctors to maintain treatment. In most of Europe and in South Africa the drug is known as Lomudal.



serve local or neighbourhood needs." The material considerations are the effect of the shop, including its appearance and the activities it would create on local amenity and possible traffic hazards." The local need for the particular shop may also be relevant as a factor to be weighed against any planning objections. The note also refers to vending machines "now a normal part of the street scene." Fixed to shop front or standing in a shop forecourt, they "seldom do any harm to amenity." Occasionally the siting of a

machine might give rise to traffic objections "but this is also rare." Normally the note adds "permission (if it is required) will be given."

## Road User Taxation

### DOUBLED IN FIVE YEARS

GOVERNMENT revenue from road-user taxation has more than doubled in five years, the British Road Federation declares in a pre-Budget memorandum to the Chancellor of the Exchequer (Mr. Roy Jenkins). The Federation warns that, with 88 per cent. of goods

now being carried by road, any increase in taxation is bound to affect the distribution costs of industry.

## SCOTTISH NEWS

### A Lanarks Branch?

#### SCOTTISH SECRETARY SEEKS VIEWS

THE Pharmaceutical Society's resident secretary in Scotland (Dr. G. H. Macmorran) has written to pharmacists and students resident in Lanarkshire to test opinion on the formation of a Lanarkshire Branch of the Society. There are approximately 260 members and ten students in the proposed new area. Results of the inquiry (which have been requested by March 31) are being reported to the Scottish Department Executive's April meeting. If the response proves satisfactory, a meeting will be arranged, probably in Hamilton, about the end of April or the beginning of May.

## IRISH NEWS

### THE REPUBLIC

### Bayer Trade Mark

#### PASSING OFF CLAIMS REJECTED

MR. Justice Kenny, in the High Court, Dublin, on March 25, upheld the right of the Bayer Products Co., a division of Sterling Winthrop Group, Ltd., to use in Ireland for pharmaceutical goods the name of Bayer and the "Bayer cross" mark. That right had been challenged by Farbenfabriken Bayer, A.G., Leverkusen, West Germany, whose right to use the name and mark in Ireland was similarly upheld. The trial was the longest in Irish history, lasting seventy days and requiring consideration of over 20,000 pages of documents and evidence. Commenting on the allegation made by the German company, the judge found that the management of Bayer Products had at all times acted in good faith, and he paid tribute to the integrity of their witnesses. However, he found that sections of the Irish public, trade and medical professions were wrongly under the impression that Bayer Products Co. had some association with Germany. That was in part due to the repetition of certain phrases used in pre-war advertising. He therefore struck off the Irish register a mark showing the "Bayer cross" in a form not generally used, and refused an injunction sought in respect of infringement. He rejected both parties' claims for "passing off."

## OVERSEAS NEWS

### UNITED STATES

### Medicare Extension Proposal

EXTENSION of the Medicare programme to cover the cost of drugs for the elderly, in addition to in-patient hospital expenses, has been recommended to the United States Department of Health, Education and Welfare by a task force on prescription drugs set up by a former secretary of the Department. According to *Nature* (March 8) the task force proposes that benefit shall be on a "less-than-comprehensive" basis, with the drugs covered limited to those important for treating serious chronic illness in the elderly. The drug

## PHARMACEUTICAL SOCIETY STATISTICS

### Registrar's report for 1968

THE report of the registrar of the Pharmaceutical Society of Gt. Britain for 1968 shows that the number of pharmacies on the register has continued to decline. The total of 13,329 authorised sellers of poisons is 289 fewer than in 1967 and represents a decrease of 1,291 since 1962 when the total was 14,620. There were 2,807 (2,991 in 1967) branch shops. The number of pharmacists registered again increased—to 29,751 (29,475) of whom 1,988 (1,992) were fellows. A reduction in the number of superintendents of bodies corporate is again recorded from 3,885 in 1967 to 3,736 in 1968.

Inspectors of the Society visited the premises (including branch shops) of 12,265 (12,298) authorised sellers of poisons and, on behalf of local authori-

ties, 422 (390) listed sellers. Court proceedings were issued in 27 cases. In four of them (three relating to illegal sales under the Pharmacy and Poisons Act, 1933 and one contravening the Therapeutic Substances Act, 1956) pharmacists were involved. Two cases were concerned with "pharmaceutical chemists not registered at the time of the offence," there were also eleven cases against unqualified persons, five against corporate bodies who were authorised sellers of poisons and five not so authorised. The registrar reports that passes in the Pharmaceutical Chemist qualifying examinations in England and Wales numbered eleven in part I, forty-four in part II and 161 in part III; in Scotland seven, twenty-three and thirty respectively.

## NATIONAL HEALTH SERVICE IN 1969-70

### Pharmaceutical services costs

THE pharmaceutical services in England in 1969-70 are expected to cost £156,000,000, in Scotland the estimate is £18,593,000 and in Wales £12,600,000. (The corresponding figures for 1968-9 are £149,110,000, £18,096,000 and £12,040,000.) The details are given in Civil Estimates, Class VI, 1969-70 (H.M. Stationery Office, price 13s. 6d.). The hospital services in England and Wales are expected to cost £799,637,000 (£749,657,000) and £57,503,000 (£53,202,000) respectively. The figure for Scotland is put at £127,911,010 (£121,653,000). An analysis of the estimated expenditure by regional hospital boards and boards of teaching hospitals includes the details tabulated.

A breakdown of the expenditure by regional hospital boards in Scotland divides the expenditure into that incurred by "treatment departments" and

"services." Under the former heading "pharmacy" appears, showing a total expenditure of £5,620,000 in 1967-68 and estimated expenditure amounting to £5,983,000 in 1968-69 and £6,590,000 in 1969-70.

ENGLAND			
Expenditure Estimates		Regional hospitals	Teaching hospitals
		£	£
Drugs	1967-68	16,205,658	4,180,085
	1968-69	16,784,000	4,639,000
	1969-70	17,888,000	4,952,000
Dressings	1967-68	3,742,948	738,752
	1968-69	3,928,000	831,000
	1969-70	4,187,000	887,000
WALES			
Drugs	1967-68	961,308	135,172
	1968-69	1,023,000	172,000
	1969-70	1,081,000	181,000
Dressings	1967-68	269,380	41,994
	1968-69	288,000	49,000
	1969-70	306,000	52,000

### PHARMACEUTICAL SERVICES

	ENGLAND	WALES	SCOTLAND
	£ million	£ million	£ million
Pharmacists:			
Cost of drugs and appliances, etc. ...	108.5 (103.039)	8.850 (8.430)	13.1433 (12.637)
On-cost allowance ...	11.5 (10.929)	0.950 (0.899)	2.1435 (2.058)
Dispensing fees and rota payments ...	28.8 (28.436)	2.200 (2.167)	2.9312 (2.989)
Medical and dental practitioners	7.2 (6.706)	0.600 (0.544)	0.375* (0.385)†
	156.0 (149.110)	12.600 (12.040)	18.593 (18.069)
Less prescription charges ...	14.4 (9.220)	1.120 (0.680)	1.807 (1.099)
	141.6 (139.890)	11.480 (11.360)	16.786 (16.970)
Add refunds of prescription charges ...	0.5 (0.56)	0.020 (0.040)	0.060 (0.065)
	142.1 (140.450)	11.500 (11.400)	16.846 (17.035)

\* Includes £23,000 for health centres.

† Includes £25,000 for health centres.



vendor (community, mail-order or hospital out-patient pharmacy) is recommended to be reimbursed by the programme, rather than by the beneficiary, in order that electronic data-processing services may be utilised. Reimbursement would be based on cost of the "least expensive chemical equivalent of acceptable quality generally available on the market." As a means of controlling prices the task force recommends not direct purchase of drugs by the Federal Government for Medicare beneficiaries but a fixed-dispensing-fee approach, the beneficiary being responsible for paying part of the cost of each prescription. Adequate assurance of the quality of low-cost equivalents would be obtained by using the original product as a reference, each counterpart being required to match its safety and efficacy. The appointment is recommended, of a study group to reappraise methods of evaluating safety and efficacy and the group would also consider the feasibility of a registration and licensing system that would ensure that all drugs marketed in interstate commerce were produced under adequate quality-control standards. It is also recommended that the Social Security Administration should undertake continuing responsibility for the surveillance of drug costs, average prescription prices and drug use.

### NEWS IN BRIEF

THE index of retail prices in February was 129.8 (January 1962=100), compared with 129.1 in January.

THE Institute of Pharmacy Management has published a list of its members in alphabetical and geographical forms.

THE 1969 Council of Industrial Design awards and prize for elegant design are being presented on board the "Queen Elizabeth 2" by the Duke of Edinburgh at Southampton on Thursday, May 29.

A WORKING party set up by the General Agreement on Tariffs and Trade to inquire into the import deposit scheme introduced by Britain in November 1968, has ruled that it does not run counter to G.A.T.T. rules.

A NEW edition of "Retailing," in the Department of Employment and Productivity's Choice of Careers series of booklets, has been "written in the light of modern developments and modern ideas." Available from H.M. Stationery Office, price 2s.

THE Board of Trade has published a supplement — "Britain in Finland 1970" — to *Export Service Bulletin*. It contains market reports on products selected as offering favourable opportunities for expanded British exports to Finland. Among them are cosmetics.

A GRANT of £21,000 from the Wellcome Trust has been made to supplement a large sum of money already raised by the Royal College of Veterinary Surgeons Trust Fund to complete, on its Belgrave Square premises, a library from which all up-to-date professional knowledge can be freely, quickly and accurately drawn by research workers and members of the profession.

## TOPICAL REFLECTIONS

By Xrayser

### Counter Prescribing

The Pharmaceutical Society's regional conference at Chester (p. 264), in the course of the discussion, returned to the question of "counter prescribing." There appears to be considerable difference of opinion, even among members of Council of the Pharmaceutical Society. The Medicines Act lays down that medicines of an extemporaneous nature may only be made up for a person present in the pharmacy at the time of the request. If the ultimate consumer is not present, then a prepacked preparation manufactured under licence is the only course left open—assuming, that is, that the pharmacist's advice does not take the form of a recommendation to consult a doctor. Mr. C. C. Stevens (a member of Council) pointed out that the Act allowed the pharmacist to prescribe for the person in the shop, but not to diagnose. Mr. J. R. Dale (the Society's chief inspector) said that in his view the pharmacist did, in fact, diagnose. Mr. Stevens is correct in stating that there is no reference to diagnosis as such in the Act, but in explaining the purpose of the section, in the course of debate on the Bill in Standing Committee in the House of Commons (March 26, 1968), Mr. Snow (for the Government) said: "I am aware that, in accordance with their own judgment, pharmacists sometimes make up medicines for a certain person without having seen that person; but diagnosis at a distance is not very well viewed nowadays. If the pharmacist has not seen the patient he can rely only on what he is told, and diagnosis at second hand has obvious dangers." He went on to say, on that occasion, that the pharmacist's training helped him to know and be conscious of his diagnostic limitations. How far has the pharmacist diagnosed in the past? He has treated symptoms described by the customer. He has—frequently—suspected from answers to questions that the condition is one requiring medical treatment, and he has taken the necessary steps to impress that on the person concerned. He may suspect a condition, but he is in no position to confirm it. The usual discretion will be exercised even with the supply of licensed or proprietary preparations.

### Sharing

No amount of legislation can take care of every situation. There is no absolute guarantee that the cough or indigestion mixture prescribed in good faith for the person present in the pharmacy will be taken exclusively by that person. The "family" cough bottle has been with us for a long time. Equally there is no means of ensuring that the amphetamine tablets prescribed by mother's doctor are not shared by her daughter, who feels just like mother does and is beginning to resemble her in more ways than one. And there is no means of ascertaining how many sleeping tablets or capsules are passed on to other members of the family, or even to neighbours. The hazards and the possibilities in homes laden with such treasure are endless, and doubtless constitute much greater danger than the making up by the pharmacist of a simple mixture for a husband who is at work while his wife does the shopping. Mr. W. A. Beanland said that it was wrong and immoral to make up a mixture for a "patient"—I prefer customer myself—the pharmacist could not see. It is also illegal. But the opportunities for a friendly sharing are boundless, and the morality of it all will never occur to those of a generous disposition. It is not possible to stop all the holes and make life completely safe. Those who legislate can only try.

### Imposition

I have had a letter from a correspondent who takes the strongest exception to a growing practice on the part of firms with which he deals. He is receiving communications asking him to state the amount outstanding by him to the firms concerned, and to post the document to their auditors. The example he sends me (and I am not returning it to him) has all the appearance of being an up-to-the-minute computerised product. There should, in the circumstances, be no need for my correspondent to act in a purely honorary capacity on the occasion of his supplier's audit. He refuses—correctly in my opinion.



# North-east's Interprofessional "Area Dinner"

## A POSSIBLE PROTOTYPE FOR FUTURE FUNCTIONS?

FOUR North-eastern branches of the Pharmaceutical Society (Durham County, Northumbrian, Sunderland & District and Tees-side) combined to put on at Sunderland on March 21 an "area dinner" that could well become the template for other such functions elsewhere. Unlike ordinary branch dinners it was not attended by the wives of members. Nevertheless it was mainly social, though with the "ulterior motive" of improving relationships with opposite numbers in other professions. Hence there were not only the "official" guests on the top table, but doctors, dentists, veterinarians and other professional contacts of members among the diners on the spur tables. In the chair was Mr. J. Forster (chairman, Northumbrian Branch), who was flanked by Mr. A. S. Marre, C.B. (Department of Health and Social Security) and Professor A. Macgregor, B.Sc., M.D., F.R.C.P. (chairman of the Standing Joint Committee on the Classification of Proprietary Preparations (the "Macgregor Committee")). Also at the top table were the chairmen of the Society's Durham County, Sunderland and Tees-side Branches (Mrs. A. Taylor, Mr. D. Spence and Miss J. Chapman respectively), a majority of the six Members of Parliament for the constituencies within the areas of the four branches, Dr. F. Robertson (chairman of the Northern Branch of the British Medical Association), Mr. G. S. Graham (chairman of the Northern Branch of the British Dental Association), Professor H. Miller (vice-chancellor, Newcastle University), Dr. M. Hutton (rector of Sunderland Polytechnic), Messrs. J. Lumley and A. Shaw (president and secretary respectively of the Association of the British Pharmaceutical Industry), Messrs. C. Jacobs, J. Reed and J. Wright (chairman, vice-chairman and secretary respectively of the National Pharmaceutical Union), Dr. G. MacMorran (the Pharmaceutical Society's resident secretary in Scotland), Mr. A. Roxburgh (chairman of the Scottish executive of the Society), Mr. H. Mackley (Guild of Public Pharmacists), Mr. J. P. Kerr (a member of the Society's Council), and Mr. J. Ferguson (an assistant secretary of the Society).

### To North-easterners' Credit

A toast to the Pharmaceutical Society of Great Britain was proposed by MR. A. S. MARRE, who said that he always felt at home among pharmacists, and the reason might lie in a discovery made by his Department's chief pharmacist (Dr. T. D. Whittet) who, in a study of records of the York Guild, had found that a Mr. Alanus Marre had been admitted to membership of the Guild in 1388 as a spicer, a term Mr. Marre understood as meaning an apothecary. The North-east of England, said Mr. Marre, should be proud of its pharmaceutical industries, associated with such names as Weddell and Swan, and of the training facilities at Sunderland. On Tees-side there was also a complex of the chemical industry

and in Newcastle one of the largest N.H.S. pricing bureaux. In its first Charter, the Pharmaceutical Society of Great Britain had been both an examining and a registering body, and its function of registration remained. He could vouch for years of co-operation between the Society and his own Department, and hoped it would continue under the Medicines Act. The Department was at present closely concerned with the problems of the Health Service as seen from the centre, and was in close and constant touch with representatives of all the professions within the service and searching for the best possible service within the available resources. The community was greatly indebted to pharmacists, whose Society had shown itself a forward-looking body, as evidenced by its long campaign for metrication. The Society had a great record as guardian of educational and professional standards, and he knew that in much of its recent success its youngest ever vice-president (Mr. W. M. Darling, present that evening) had had a hand.

### Never Before?

Response to the toast was made by MR. JOHN FERGUSON (an assistant secretary of the Pharmaceutical Society). Mr. Ferguson said it was not often that a speaker, in replying to that toast, had to admit that the privilege fell to him because the president of the Society, and the secretary and registrar, had just left together for Australia. In all the 128 years of the Society's existence that must surely be a unique circumstance. The president was keenly disappointed, said Mr. Ferguson that he was unable to be present to reply to the toast.

When one read the correspondence columns of the pharmaceutical Press the impression was gained that the Society was at the same time doing nothing and doing far too many things it should not be doing. The problem was that, if those who administered the affairs of any body of people were doing their job properly, they were never quite at the same stage of knowledge as the Society whose well-being they were looking after.

Many policies and problems in the health scene brought the Department of Health and Social Security and the Society into close contact, and one that had demanded close attention over the past year or so was the effect on the public and on pharmacy of the development of health centres and group medical practices. It had been said that between 400 and 500 health centres would be opened in England and Wales by 1976. The Society understood their value in providing a comprehensive medical service and in conserving medical man-power. But the effects on the people for whom, surely, the health service was organised must also be given careful consideration. They were, of course, members of the public, who must not be overlooked in all the excellent administrative arrangements. He

had been concerned at hearing the public referred to at a recent conference as "clinical material." Not until the lunch break had he realised that "patients" had been meant.

When medical practitioners who previously had been scattered over quite a wide area with separate surgeries grouped together in one building, there were advantages for the public—better diagnostic facilities, efficient appointment systems and so on. But usually they had to travel further from their homes to visit the doctor, and the possibility was that many health centres, being expensive, would be built on the outskirts, forcing many patients to make quite difficult journeys, especially the elderly and those with young children.

The Society certainly felt that the community would not be well served if all pharmaceutical services were concentrated in and around health centres. In such a situation the pharmacies in the community would, because of a drop in prescription income, no longer be economically viable, and the public would be deprived of a comprehensive pharmaceutical service near their homes. He would even say that, when doctors grouped together in one building to serve a large residential area, the rôle of the pharmacy in the community would become more important than ever, because more than ever it would be the first port of call for advice on health matters. Advice from a pharmacist that a medical practitioner should be consulted without delay was much more likely to be acted upon than similar advice given by a relative or friend. He hoped it would not be thought that the Society was opposed in principle, on every occasion, to the setting up of pharmacies in health centres. One objection had been removed when a provision had been included in the Health Services and Public Health Act, 1968, that in new health centres it should not be possible for a local health authority to employ pharmacists to provide N.H.S. dispensing services. By that provision the pharmacist in a health centre became, like his doctor and dentist colleagues, a contractor.

### Department's Help Sought

To ensure that the public had reasonably convenient access to a comprehensive pharmaceutical service, pharmacist man-power must be conserved by planning the services throughout the country. "We hope, Mr. Marre, that, after reaching agreement with the profession on a plan, pharmacy will be able to come to your Department in the not too distant future to seek first of all your comments, and then your support in obtaining the necessary legislation."

Mr. Ferguson passed to another controversial issue. "If we judged it by its name, I suppose we would all agree that there could be no more peaceful subject than rural dispensing; but, as Mr. Marre will know, and as our



medical friends will know, it is not all tranquillity in the countryside." Rural dispensing had, unfortunately, clouded relationships between a number of country doctors and pharmacists, and the Society was anxious that that cloud should be blown away.

"If I may jog your memory, Mr. Marre, it was in February 1966 that you first wrote to the Society with suggestions for amending Regulation 27 of the N.H.S. Regulations, in effect to abolish the 'one-mile limit.' . . . If we can have a decision on rural dispensing, pharmacy is prepared to say that you settled this extremely difficult problem in the space of—ignoring your 2½-year absence from the Ministry—a few short months."

Mr. Ferguson said he hoped the close professional co-operation between doctors and pharmacists during the period of changeover to the metric system for dispensing had helped to show how keen the pharmacist was to assist his medical colleagues in all matters connected with medicines: dosage, dose-forms, interactions, side-effects.

Pharmacy as a profession had reached a time of decision. Its new rôle must be to advise the medical profession, the public and others on all aspects of medicines. The pharmacist's education and training fitted him to provide that important service, and he hoped the report of the Noel Hall working party when published would emphasise the importance of developing the rôle of the hospital

pharmacist in that advisory field. Pharmacists in general practice must develop their service along similar lines.

The toast to the guests was proposed by MR. J. P. KERR (a member of the Pharmaceutical Society's Council and of the Newcastle Branch) who also introduced Professor McGregor, the responder to the toast. Professor McGregor, he said, was a "son of the Manse," Professor of Medicine and Therapeutics at Aberdeen University, a good friend of pharmacy and one who had been influential in introducing the "Calder" routines for pharmacists in the Aberdeen hospitals.

In response, PROFESSOR MCGREGOR referred to Mr. Kerr, for some of his remarks, as "an impersonation of Machiavelli." Acknowledging the presence of the chairman of the A.B.P.I., he suggested for that body a recruiting campaign, so that companies not at present members, but which were unfortunately diminishing its reputation, could be brought under its influence. Professor McGregor hoped, too, that responsible organs of the Press would not accept advertisements for medicinal products from non-members of the Association. He told how much some people regretted the "silent disestablishment" of Mr. Kenneth Robinson as Minister of Health, and the downgrading of health by adding the words "and Social Security" in the new Department's title. The device could not have been better designed, he said, to induce a feeling of insecurity.

resulting from swallowing medicines and other compounds in tablet form; and if he would consult with sweet and confectionery manufacturers with a view to taking steps to prevent the manufacture of sweets which were similar in appearance to medicines.

SIR JOHN LANGFORD-HOLT asked the Home Secretary to consult with the pharmaceutical as well as the sweet-making industries with a view to cutting out similarities between some dangerous drugs and children's sweets. MR. MERLYN REES (Under Secretary) said that particulars of fatal accidents to children from swallowing medicines and drugs were given in reply to Mr. D. Roebuck on March 14 (see *C. & D.*, March 22, p. 253). He added "There is no precise information about non-fatal accidents. Consultations on this problem have already taken place between the industries concerned and the Medical Commission on Accident Prevention. Although no complete solution has been found, the pharmaceutical industry is attempting, by means of special packaging, to reduce the risk of medicinal tablets being mistaken for sweets. But the best safeguard is for all medicines to be kept in a safe place out of the reach of children."

MR. ROBERTS: While we welcome the consultations which have taken place, will you accept that there is an increasing fear that the advertisement of sweets which are sold loose in their thousands will result in a rapid increase of accidents of this kind?

MR. REES: We realise the nature of the problem, which is not an easy one to solve. We put out a great deal of publicity in various ways to bring it to the notice of parents.

SIR JOHN LANGFORD-HOLT: Packaging by itself does not go far enough. It is the absolute similarity of the drugs and the sweets which is a danger to children. The cost falls ultimately on the Government through the Department of Health and Social Security. Will you see if anything can be done about the similarity of pills and sweets?

MR. REES: The question of the colour and shape of medicinal products comes under the Medicines Act, 1968, and any question on that ought to be addressed to the Secretary of State for Social Services.

#### Drugs and Driving

MR. L. J. HUCKFIELD asked the Secretary for Education and Science on March 20 what research was at present being sponsored by the Medical Research Council into the use of drugs in relation to driving.

MRS. SHIRLEY WILLIAMS (Minister of State): None directly concerned with this problem; but the Council is supporting a number of related investigations, including studies of the physiological and psychological aspects of driving. It is also sponsoring a programme of fundamental pharmacological studies into the mode of action of various drugs.

MR. HUCKFIELD asked the Secretary for Social Services on March 21 for a statement on the consideration given by the Dunlop Committee to the use



FOUR FIGURES, THREE NON-PHARMACISTS, TWO PROPOSERS, ONE RESPONDER: Group photographed at the four-branch "area dinner" at Sunderland on March 21 includes Mr. J. P. Kerr (a member of Council of the Pharmaceutical Society of Great Britain); who proposed "The Guests"; Mr. A. S. Marre (Permanent Under-Secretary of State, Department of Health and Social Security); who proposed "The Pharmaceutical Society"; Professor Alastair Macgregor, who responded for the guests and Dr. Henry Miller (Vice-chancellor of the University of Newcastle upon Tyne).

## IN PARLIAMENT

BY A MEMBER OF THE PRESS GALLERY, HOUSE OF COMMONS

A SUGGESTION to appoint a Minister of Health from the House of Commons was rejected by the Prime Minister (Mr. Harold Wilson) on March 18, in replying to a question by MR. DUDLEY SMITH. Mr. Wilson pointed out that the functions of the Minister of Health were transferred on November 1, 1968, to the Secretary for Social Services, who was a member of the House.

MR. SMITH: For the first time in living memory there is no Minister with exclusive responsibility for health matters sitting in the House of Commons.

Is not this indicative of the priority which the Government are giving to the modernisation of the Health Service?

MR. WILSON: No. There is a still more senior Minister in the Cabinet responsible for these matters. . . . He is taking a close personal interest in the question of the modernisation of the Health Service.

#### Drugs and Sweets

MR. G. ROBERTS asked the Home Secretary on March 20 the latest statistics available of accidents to children



of drugs in relation to driving.

MR. RICHARD CROSSMAN (Secretary of State, Social Services): The Committee on Safety of Drugs is concerned primarily with the safety of drugs in therapeutic use and has not specifically considered the question of drugs in relation to driving. The Committee recently wrote to all doctors about the importance of warning their patients of the possible hazards of taking alcohol while being treated with drugs affecting the central nervous system, and this letter mentioned the possible danger involved in driving when a patient under treatment with antihistamines has taken alcohol.

MR. HUCKFIELD asked what consultations the Minister had had with the British Medical Association in connection with its co-operation with the OECD study of drug prescriptions and driving. MR. CROSSMAN: None, but I understand that the Minister of Transport has been connected with the B.M.A.'s participation in this study.

#### Committee on Drug Dependence

MR. A. BLENKINSOP asked the Secretary for Social Services on March 24 when the report on the rehabilitation of drugs addicts of the Sub Committee of the Advisory Committee on Drug Dependence would be published. MR. CROSSMAN: About the end of April. At the same time the Ministers concerned and I will send memoranda commending its recommendations to the health service and other authorities concerned with their implementation.

#### Wellcovax Withdrawal

MR. TIM FORTESCUE asked the Secretary for Social Services what means of communication with general practitioners he used in an emergency, and what steps were taken by his Department to warn general practitioners that the anti-measles vaccine Wellcovax had been withdrawn by the manufacturers.

MR. CROSSMAN: The Chief Medical Officer's letter of March 17 informed medical officers of health of local authorities that the manufacturers were advising immediate suspension of the use of this vaccine and asked medical officers of health to inform practitioners to whom the vaccine had been distributed. The method of communication in emergency depends on the circumstances.

## LEGAL REPORTS

### Unsupervised Sale

SALES of a bottle of linctus and a packet of Contac tablets by a counter assistant without the supervision of a registered pharmacist resulted in a prosecution for H. Hirshman (Chemist), Ltd., 35 Upper Aughton Road, Birkdale, Southport, Lancs. at Southport magistrates' court recently. Fines totalling £10 with £15 costs, were imposed. Prosecution stated that an inspector of the Pharmaceutical Society went into the shop and was served with the two items that were controlled under the Pharmacy and Poisons Act, 1933. When the inspector went into the shop the owner was out and the only person in the shop was the counter assistant. For the defence it was said that,

on the day in question, one of the two pharmacists at the shop was "on a day off," and the other had received an urgent call from a doctor to provide an oxygen cylinder to a patient. He had been out for only half an hour.

### Drugs Obtained by Fraud

A DOCTOR who obtained drugs by fraud was placed on probation for one year at Linlithgow sheriff court on March 18. Dr. E. P. McKay, Blackridge, West Lothian, admitted that on August 29, at a chemist's shop in Blackridge, he had obtained by fraud 200 Villescon tablets and 200 Methedrine tablets. For the doctor it was said that the tablets were for his own use and were taken in the prescribed doses.

## COMPANY NEWS

Previous year's figures in parentheses

PIFCO HOLDINGS, LTD.—Interim dividend is 10 per cent. (same).

WILLOWS FRANCIS, LTD. — An interim dividend of 7½ per cent. (same) is declared.

WM. RANSOM & SONS, LTD.—Interim dividend is 5 per cent. as forecast.

NEWTON CHAMBERS GROUP.—Profit for 1968 is £1.75m (£1.24m) and dividend is 22 per cent. (against 20 per cent.).

P. B. COW, LTD. — Sales in 1968 rose to £12.3m (from £10.4m); profits before tax, £831,265 (£588,895); taxation charge, £358,157 (£211,712). Total dividend 18½ per cent. (same).

RECKITT & COLMAN HOLDINGS, LTD.—Trading profits for 1968 rose to £18.9m (up from £14.3m) and the balance, before tax, £17.7m (to £13.2m).

NORCROS, LTD. — In the year to December 1, 1968, group profit before tax increased from £1,878,646 to £2,361,546. Dividend is set 20.7 per cent. (20). Group sales decreased from £28.2m to £27.9m of which 11.4 per cent. was from exports, and 10 per cent. from companies trading overseas.

WILKINSON SWORD LTD.—A final dividend of 25 per cent. is proposed making an unchanged total of 37½ per cent. for 1968. Consolidated profit before taxation and before deducting the interest of outside shareholders in subsidiary companies, was £3,270,964 (£2,663,692). The directors propose a three-for-two scrip issue to both ordinary and non-voting "A" ordinary shareholders in respect of their holdings on March 28.

MONSANTO CO., St. Louis, U.S.A., announce a £12.5m offer for the capital of Monsanto Chemicals, Ltd., held by the public. The American company proposes to merge its chemical subsidiary with its other British group. Monsanto Textiles, Ltd. The terms of the offer are 30s. nominal of five per cent. convertible guaranteed loan stock of the textile company 1982-86 for every one 5s. ordinary share in Chemicals. Conversion terms would allow stockholders to convert into the parent's shares at a price of \$55 each at any time between June 1, 1972, and May 31, 1982.

## BUSINESS CHANGES

A. H. ROBINS, CO., LTD., are removing to Redkln Way, Horsham, Sussex, during the Easter holiday (telephone: Horsham 60361-64 unchanged).

STRENOL PRODUCTS, LTD. are moving on April 1 to larger premises at 53a High Street, Harlesden, London N.W.10, telephone: 01-965 7583.

MR. D. P. BENJAMIN, M.P.S., is taking over the pharmacy of Timsons Chemist, 184 Caledonian Road, London, N.1, on March 31. He is to trade as Timsons Chemist.

BANCROFT FILLERS AND APPLICATIONS, LTD., have removed to Henwood Estate, Hythe Road, Ashford, Kent (telephone: Ashford (Kent) 21661).

THE KAYLENE Chemicals division of Forestal Industries (U.K.), Ltd., have transferred their export sales department to their works in Widnes, Lancs. (telephone: 051-424-5351).

MEDICON PHARMACEUTICAL PACKAGING has become a division of I To I Plastics, Ltd. Correspondence should be addressed to Medicon Division, I To I Plastics, Ltd., 15 Thames Road, Barking, Essex (telephone: 01-594 0234).

TEN pharmacies have closed in Eire recently. They are: Sleators' Medical Hall, Clones; Fitzgeralds' Pharmacy, Goatstown, co. Dublin; O'Donnells' Pharmacy, Amiens Street, Dublin; Vickerys' Medical Hall, Ltd., Kenmare, co. Kerry; Porters' Pharmacy, Ltd., Phibsboro', Dublin; McCormacs' Medical Hall, Ballinagh, co. Cavan; Mullins' Pharmacy, Woodford, co. Galway; Bourkes' Pharmacy, Headfort Place, Kells, co. Meath; Flanagan's Medical Hall, Shrute, co. Mayo and Dougans' Medical Hall, 72 O'Connell Street, Clonmel.

## APPOINTMENTS

### Board

ELI LILLY INTERNATIONAL CORPORATION have elected Mr. C. Birkett their vice-president for the United Kingdom, and Dr. F. R. Lloyd (director, staff administration, London branch), vice-president for Europe, Middle East and North Africa; both to be based on London. Dr. M. Perelman (director, Lilly Research Centre, Ltd., Erl Wood, Windlesham, Surrey) has been elected a vice-president of the International Corporation. At Eli Lilly & Co., Ltd., Basingstoke, Mr. W. W. Gerard has been appointed managing director to replace Mr. W. B. Watts who is to undertake a special assignment within the London area of Eli Lilly International. Mr. G. M. Bolton (divisional manager, productivity services), becomes director, pharmaceutical division and Mr. J. E. Hoover (director, capsule operations), now assumes additional responsibilities as director, capsule production and marketing. Mr. R. L. Muller has been appointed general manager of a new Benelux affiliate of Eli Lilly which is expected to be in operation later in the year.



# On the trail of Canovel



Canovel is a valuable nutritional supplement for dogs and cats, providing factors which may easily be lacking in an everyday diet. Canovel tablets should be given daily to ensure adequate nourishment and to promote good health. They are especially useful for growing puppies and kittens, also in pregnancy and lactation and during convalescence.

Advertisements will be appearing in the lay

press, advising pet owners that Canovel may be obtained from Chemists or Veterinary Surgeons.

Canovel tablets have been reformulated to a smaller, more convenient size, palatable and acceptable to both dogs and cats.

**They are now available in canisters of 200 and 1,000 tablets, from your usual wholesaler.**



Further information from:

**Beecham Veterinary Products**

Upper Mall, London, W.6. Tel: 01-748 5001.



# THE BEST STANDARDS

When you buy standard preparations to dispense against 'open' prescriptions you set standards of your own:—

**Professionally**  
you demand the highest quality  
**Commercially**  
you want the best value  
**Cautiously**  
you look for the protection of  
a reputable name

The increasing range of Berk Economy Brands will satisfy you on all points. The brands of standard preparations are made with the same care as the specialities upon which our reputation is firmly founded, yet are remarkably low in price.

Approved Name	Berk Brand Name		Presentation
Bendrofluazide tablets BP	<b>BERKOZIDE®</b> tablets	2.5 mg 5 mg	Containers of 100 & 1000 Containers of 100 & 1000
Imipramine tablets BP	<b>BERKOMINE®</b> tablets	10 mg 25 mg	Containers of 250 & 1000 Containers of 200 & 1000
Nitrofurantoin tablets BP	<b>BERKFURIN®</b> tablets	50 mg 100 mg	Containers of 100 & 1000 Containers of 100 & 1000
Oxytetracycline tablets BP	<b>BERKMYCEN®</b> tablets and capsules	250 mg	Containers of 100 & 1000 Containers of 100 & 1000
Erythromycin tablets BP	<b>ERYCEN*</b> tablets	250 mg	Containers of 100
Phenylbutazone tablets BP	<b>FLEXAZONE®</b> tablets	100 mg 200 mg	Containers of 250 & 1000 Containers of 250
Tetracycline tablets BP	<b>TETRACHEL*</b> tablets also capsules	250 mg	Containers of 100 & 1000 Containers of 1000 & 500
Tetracycline mixture BPC	<b>TETRACHEL*</b> syrup	(125 mg/5 ml)	Containers of 500 ml.

Your Berk representative can give you details of extra discounts and bonuses. In terms of quality, efficacy, stability and uniformity, it pays to buy Berk when dispensing against 'open' prescriptions for any of these standard preparations. Order *now* from your local wholesaler or directly from us.



**BERK PHARMACEUTICALS LIMITED GODALMING SURREY ENGLAND**

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### Executives

COOPER, McDOUGALL & ROBERTSON, LTD., have appointed Mr. M. Lis (managing director, Cooper France S.A.), general manager for Continental Europe.

DELANDALE LABORATORIES, LTD.—Mr. A. Anstett has been elected chairman and Mr. John M. Olivant, managing director. The other directors are Messrs. F. Graham Maw and M. Delalande. Mr. P. G. Kirby is company secretary.

MILES LABORATORIES, LTD., have promoted Mr. P. Goddard to the new position of senior product manager. Mr. E. B. Jones has been appointed their national sales manager and Messrs. Mohin (formerly training manager), and A. Fisher (formerly Midlands senior representative) have both been appointed area managers.

P. LEINER & SONS (ENCAPSULATIONS), LTD., have appointed Mr. B. Howarth, C.Eng., B.Pharm., F.P.S., general manager of their Treforest factory. From 1966 to the end of 1968, Mr. Howarth was associated with a pharmaceutical company in West Virginia.

### Representatives

RADIOL CHEMICALS, LTD., have appointed Mr. A. C. Newnham their representative to cover the central southern counties as from March 31.

### PERSONALITIES

MR. D. J. LISTON (for the past three years assistant director of the Manchester Business School) has been engaged by the Distributive Industry Training Board in a part-time capacity. He will have special responsibility for evaluating training resources within the industry and establishing contact with trade associations.

MR. DAVID MOREAU, M.A. (managing director, Syntex Pharmaceuticals Ltd., Maidenhead, Berks) has been elected to the council of Division B of the Association of the British Pharmaceutical Industry for a three-year term. Mr. Moreau founded the company (the British subsidiary of the International Syntex Corporation) in June 1965.

Mr. C. F. BERK (deputy chairman, Berk, Ltd.) has retired after forty-one years with the company. First appointed a director in 1942, Mr. Berk is the elder son of the late Mr. Felix Berk, who was the company's first chairman for the eighteen years preceding his death in 1942. Mr. C. F. Berk spent much of his early career in Germany, where he became fluent in the language and acquired an intimate knowledge of the German chemical industry. He later went to New York. Mr. Berk was elected joint managing director in 1960, and became deputy chairman four years later.

MR. W. P. HOGAN, F.P.S., 190 Carisbrooke Road, has been nominated mayor-elect of Newport, I.O.W. Mr. Hogan has been a member of the town council since 1959. He retired in August 1964 after thirty-two years' service as pharmacist at the prison hospital at Parkhurst. For the past two-and-a-half years he has been a part-time pharma-

cist to Whitecroft Hospital. In December 1967 he was designated a Fellow of the Pharmaceutical Society for distinction in general practice. He was for ten years secretary of the Isle of Wight branch of the Society and is now the chairman.

MR. WILFRED D. JARRETT, M.P.S., general manager for branches

of the Boots organisation in the Bristol area, has been appointed an area director from April, covering the territories in the West and South-west. Mr. Jarrett joined Messrs. Boots in 1934 as an apprentice and qualified in 1939. After service in the Forces he managed a number of branches, including the large one at Queen Street, Cardiff, and in October 1958 was appointed an assistant general manager in central London. In April 1959 he was promoted general manager in the Surrey territory and in 1962 moved to South-east Wales. He was appointed to the Bristol area in May 1967, and became a director in April 1968.



DR. B. A. HEMS (managing director, Glaxo Research Ltd.), has been elected a Fellow of the Royal Society.



He becomes the third member of Glaxo Group companies to hold the honour, the others being Sir Alan Wilson (group chairman) and Dr. E. Lester Smith. The Royal Society's announcement reads "distinguished for his application of organic chemistry in the pharmaceutical industry, especially in connection with the synthesis of thyroxine and the development of important new steroids and antibiotics." Dr. Hems joined Glaxo Laboratories in 1937, became head of the chemistry unit in 1946 and in 1962 joined the board of Glaxo Research, Ltd. He became deputy chairman and managing director of Glaxo Research, Ltd., and a director of Glaxo Laboratories, Ltd., in 1965.

### DEATHS

BARON. — On March 10, Miss Teresa Baron, 9 Chester Avenue, Cleveleys, Lancs. Miss Baron qualified as a chemist and druggist in 1927 and retired from the Register in 1961.

BEATON. — On March 18, Mr. Gordon Beaton, M.P.S., 4 Spencer Park, London, S.W.18. Mr. Beaton qualified in 1901 and was proprietor of Perkins & Co., Piccadilly, W.1 and of Huggins & Co., 179 Strand, London, W.C.2.

BLOOM. — On March 18, Mr. A.

Bloom, M.P.S., 28 Victoria Street, Merthyr Tydfil, aged seventy-five. Mr. Bloom qualified in 1916. After being in business in Newport, Mon, he took over the business in Merthyr Tydfil in 1937.

BREWER.—On March 8, Mr. James Dumble Brewer, M.P.S., 42 The Oval, Hartlepool, Yorks, aged seventy-seven. Mr. Brewer qualified in 1920 and was in business at Knaphill, Woking, Surrey, until he retired in 1963.

BRIDGEMAN. — Suddenly at the Kent and Canterbury Hospital on March 20, Mr. George Bridgeman, a director of McKesson & Robbins, Ltd., Ramsgate, Kent, aged thirty-four.

CARD.—On March 7, Mr. Evan Thomas Card, M.P.S., Horder Ward, St. Benedict's Hospital, London, S.W.17. Mr. Card qualified in 1916.

MARLEY. — Recently, Mr. John Owen Marley, M.P.S., Ballfield, Ballfield Road, Minehead, Somerset. Mr. Marley qualified in 1921.

PULLEN.—On February 27, Mr. Nevill Anthony Pullen, M.P.S., 50 Mill Street, Bideford, Devon. Mr. Pullen qualified in 1957.

TAYLOR.—On February 15, Mr. Dennis Victor Thomas Taylor, M.P.S., 76 Probert Road, Oxley, Wolverhampton, Staffs. Mr. Taylor qualified in 1941.

WALSH.—On February 15, Mr. Richard Joseph Walsh, M.P.S., 143 Eaton Road North, West Derby, Liverpool, 12, aged forty-one. Mr. Walsh qualified in 1951.

### WORLD TRADE

**South African Pharmaceuticals.** — Estimates for 1968 of a value of R100 million for ex-factory sales of pharmaceuticals in South Africa now seem to need raising to R125 million. "Ethical" products, divided among seventy-two companies, account for about R40 million; sales of proprietaries by 350 companies for R85 million. A new Drug Control Act threatens to reduce the number of new proprietaries, since it means registration and testing of all preparations claiming prophylactic or therapeutic properties. Yet manufacturers are generally moving towards production of more proprietaries and fewer "ethicals" (which have little brand loyalty). Around 20 per cent. of sales in the "ethical" field are of antibiotics, with tranquillisers next and analgesics third. In all, there are about 6,000 drugs in 121 therapeutic groups. Most of those compounded locally—including those manufactured by wholly owned local companies—are made under licence from foreign principals. All such royalty agreements must be approved by the exchange-control authorities. The trade price list of Noristan (largest South African "ethical" drug producer), for example, shows that, out of twenty-three branded "ethical" lines, seventeen are under licence.

### N.H.S. STATISTICS

In ENGLAND during November 1968 20,602,521 prescriptions (13,460,131 forms) were dispensed, totalling £11,977,593, and averaging 139.53d.



## TRADE NOTES

**Hair Colouring Bureau.**—Address of the Inecto hair colouring advice bureau set up in Birmingham by Rapidol, Ltd., is 172 Edmund Street, Birmingham (corrected note).

**Change of Distribution.**—Ward Blenkinsop & Co., Ltd., Fulton House, Empire Way, Wembley, Middlesex, are taking over on April 1 the marketing and distribution of the medical products of Harker Stag, Ltd.

**Reformulated.**—A new formulation of calcium dioxytetracycline in syrup is announced by Macarthy Laboratories, Ltd., Chesham House, Chesham Close, Romford, Essex. The product is available from all depots of the Macarthy / Martindale group. Each 5-ml dose contains the equivalent of 125 mg of oxytetracycline in a palatable syrup base. The container is a bottle containing 100 ml.



### Easter Holiday Closings

MOST manufacturers and wholesalers in the pharmaceutical industry are closing for the Easter holiday at their normal closing time on Thursday, April 3 and reopening at normal time on Tuesday, April 8. The following have notified that during the holiday urgent supplies may be obtained from John Bell & Croyden, 50 Wigmore Street, London, W.1. (Telephone 01-935 5555):—

BELCHAM ETHICAL DISTRIBUTORS, Great West Road, Brentford, Middlesex.

MAY & BAKER, LTD., and PHARMACEUTICAL SPECIALITIES (MAY & BAKER), LTD., Dagenham, Essex.

MERCK, SHARP & DOHME, LTD., Hoddesdon, Herts.

PHARMAX, LTD., Thames Road, Crayford, Dartford, Kent.

UPIOHN, LTD., Fleming Way, Crawley, Sussex.

The following special arrangements should be noted:—

BEECHAM ETHICAL DISTRIBUTORS. Orders for Beecham and Bencard products on telephone answering service (01-560 2876) will be processed immediately office reopens.

E. H. BUTLER & SON LTD., 5 Brunswick Street, Leicester. Closed for stocktaking April 3-9. Morning deliveries only on April 3 (office closes at 11 a.m.). Prescription orders only will be accepted on Friday, April 4 for delivery on Saturday morning, April 5 (Saturday morning deliveries as usual). Monday, April 7 and Tuesday, April 8. Closed all day. Rothersthorpe Avenue, Northampton. Orders accepted up to 12 noon Thursday, April 3. Closed from 12.15 p.m.

IMPERIAL CHEMICAL INDUSTRIES, LTD., pharmaceuticals division, Glasgow depot. Open on Good Friday, April 4, and Monday, April 7.

MAY & BAKER, LTD., and PHARMACEUTICAL SPECIALITIES (MAY & BAKER), LTD. Scottish distribution depot at Cumbernauld closed on Good Friday, April 4 and Monday, April 7.

UNICHEM, LTD., Croydon and Walthamstow depots. Normal Saturday service on April 5. Nuneaton. Full service on Good Friday, April 4 and on April 5, closed Easter Mon-

day and Tuesday April 8. Automatic order service (Nuneaton 4210) in operation, giving priority attention on April 9. Leeds. Full service on Good Friday. Prescription service during morning of Saturday, April 5. Closed Easter Monday and Tuesday. Automatic order service (telephone 33441) in operation giving priority attention April 9.

### Bonus Offers

BAYER PRODUCTS CO., Surbiton, Surrey. Lenium dandruff-treatment shampoo. Twelve invoiced as ten on any five boxes (twelve tubes or thirty-six sachets); twelve invoiced as eleven on two to four boxes. Till April 30.

FASSETT & JOHNSON, LTD., 96 De Beauvoir Road, London, N.1. Lotil. Twenty-five invoiced as twenty-four.

CUXSON, GERRARD & CO., LTD., Fountain Lane, Oldbury, Warley, Worcs. Aidex cream. Fourteen invoiced as twelve on order for thirty-six or more.

BURROUGHS WELLCOME & CO., 183 Euston Road, London, N.W.1. Marzine. Current bonus offer (thirteen invoiced as twelve on thirty-six; fourteen as twelve on seventy-two) ends April 12.

POTTER & CLARKE, LTD., 9 Wellesley Road, Croydon, CR9 3LP, Surrey. Wasp-eze. Fourteen invoiced as twelve



on order for twenty-four or more; thirteen invoiced as twelve on order for one dozen.

B.D.H. PHARMACEUTICALS, LTD., Birkbeck Street, London, E.2. Sea-Legs. Until May 10. Details from manufacturers.

GERHARDT-PENICK, LTD., Thornton Laboratories, Purley Way, Croydon, CR9 3BE, Surrey. Fresh'n Dainty range. Details from manufacturers.

GILLETTE INDUSTRIES, LTD., Great West Road, Isleworth, Middlesex. Super Silver blades. Display bonuses. Blades, pillar packs. 5s. on 25 x 5 blades; 10s. on 25 x 10 blades. Sportsman razor. Twelve invoiced as eleven. Tame creme rinse sachets, thirty-six invoiced as thirty-three; bottles, twelve invoiced as eleven.

### Premium Offers

YARDLEY OF LONDON, LTD., 33 Old Bond Street, London, W.1. Chalk sticks. Three at saving of 8s. 11d.

RONSON PRODUCTS, LTD., Leatherhead, Surrey. Turquoise stretch nylon bikini at saving of 20s. 1d. to purchaser of Rio hair dryer.

A. WANDER, LTD., Kings Langley, WD4 8LJ, Herts. Ovaltine, Nu-Choc, and Ovaltine instant non-fat milk. Jigsaw puzzle to custo-

mer showing two proofs of purchase and sending one coupon. Until May 31.

PHILLIPS, SCOTT & TURNER CO., 2 St. Marks Hill, Surbiton, Surrey. Milk of Magnesia.



Medicine cabinet with sliding mirrors at saving of 25s. on retail price.

GILLETTE INDUSTRIES, LTD., Great West Road, Isleworth, Middlesex. Gillette lather and brushless tube shaving cream. Ninepence off recommended price. Foamy shaving cream. 1s. 6d. off recommended price.

### Metrication

BEECHAM RESEARCH LABORATORIES and BENCARD, Great West Road, Brentford, Middlesex. All liquid oral preparations are being formulated to a 5-ml measure. For dosages less than, or not a multiple of, 5 ml the products should be diluted, immediately before issue, to a dose volume of 5 ml or multiple thereof. The following recommendations and conditions apply:— Penbritin, Penbritin KS, Broxil, Brocillin. Use syrup, B.P., as diluent; stability seven days. Orbenin. Should not be diluted. Maxolon. Use purified water as diluent; stability not affected. Becovite, Befortiss, Juvel, Orovite, Vitavel, Dilute with syrup, B.P.: stable when diluted for at least a fortnight.

NORGINE, LTD., 26 Bedford Row, London, W.C.1. Normacol. Product is being issued in three newly designed metric packs when factory stocks of present packs of the three formulations are exhausted. Packs are Carbomucil 100 g; Enzypan 40 and 120; Muripisin 50; Norgotin ear drops 16 ml; Normacol (standard) 100 g, 250 g, 500 g, 2 kg, 2½ kg; Normacol special 100 g, 250 g, 500 g, 2 kg, 2½ kg; Normacol antispasmodic 100 g, 250 g, 500 g; Peralvax 16 ml; Waxsol ear drops 16 ml.

SISTER LAURAS INFANT AND INVALID FOOD CO., LTD., Springfield Works, Bishopbriggs, Glasgow. Sister Lauras food, 300 g (3s. 11d.). As and when stocks of the old 8 oz. and 16 oz. become exhausted they are being discontinued.

### Discontinued

CIBA LABORATORIES, LTD., Horsham, Sussex. Antrenyl tablets 5-mg, 500; Aturbane tablets, 500; Coramine liquid, 15 ml; Ismelin-Navidrex K tablets, 25; Orisulf tablets, 25; Privine spray 1:1000, ½ fl. oz.

### Information for Manufacturers

**Services to the Pharmaceutical Industry.**—A comprehensive service to the pharmaceutical industry, including facilities for analysis, product development, packaging (including printing) and marketing, backed by a national sales force and separate service of medical representation, is offered by Inter-Alia Pharmaceutical Services, Ltd., 1 Kempton Road, London, E.6.



This man's a good listener.

Especially if you want to talk about bulk vitamins.

He represents Beecham Bulk Products Department who now have a complete range of bulk vitamins available.

The range includes calcium pantothenate and both synthetic and natural vitamin E:

all three are available in specialized formulations to suit the varying needs of the customer, whether he's agricultural or industrial.

Interested ?

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**Beecham Research Laboratories**  
Bulk Products Department  
Great West Road, Brentford, Middlesex







**Spring/Summer Campaign**  
This full-page colour ad., that's proved it sells Fenjal, is appearing in all the leading Women's monthly magazines from March to June.

# Fenjal cares

## FOR YOUR CUSTOMERS

Most bath preparations take care of the bath water. Cubes, salts, powders, foam baths. They all disappear when the water does.

FENJAL CREME-BATH is a skin-treatment. It blends totally with the water to cream a lasting softness into the skin – and in a beautifully fragrant way. Soft skin, beautiful bath – all in the one product.

## FOR YOU

Consider your profit opportunities from FENJAL CREME-BATH, Soap and Talc, and take advantage of the merchandisers and bonuses now available from your Scott & Bowne representative.

SCOTT & BOWNE LTD, 50, UPPER BROOK STREET, LONDON, W1Y 2AE.



# Cumulative price changes

AMENDING C & D  
QUARTERLY PRICE LIST  
FOR MARCH 1969

## HOLD ON TO THIS SUPPLEMENT!

It contains information  
that will not be repeated

(Note: If you lose a sheet, please apply to the Publisher for a replacement.)

To know whether a product has changed in price since the current Quarterly Price List appeared, look at the index which follows. If the product is listed, turn to the page number indicated. If not, turn to the Q.P.L. itself for the price of the product.

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**75 AAL=Aurum Ambrosium Ltd.,** 7 Milbourne Street, Blackpool, Lancs. Blackpool 22117.  
**37. DFB=Dietary Foods (Bletchley), Ltd.** Canada Wharf, 255 Rotherhithe Street London, S.E.16.  
**439 ERC=Ever Ready Co. (Gt. Britain) Ltd.,** 1255 High Road, London, N20. 01-446 1313.  
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**834 MWL=Meltonian Wren, Ltd.,** Oxgate Lane, London, N.W.2. 01-450 5311.  
**957 Perl=J. L. Perl, Ltd.,** 8 Esterbrooke Street, London, S.W.1. 01-834 8843.  
**1063 Rimmel=Rimmel International Ltd.,** 17 Cavendish Square, London, W.1. 01-637 1621.  
**1263 Upjohn=Upjohn, Ltd.,** Fleming Way, Crawley, Sussex. Crawley 31133.  
**1372 Santillan=Santillan (London), Ltd.,** 20 Bedford Chambers, Covent Garden, London, W.C.2.  
**1455 Lister=Lister Laboratories, 51 Elderslie** Street, Glasgow, C.3. 041-221 3690.  
**1495 MEC=Martindale Electric Co., Ltd.,** Neasden Lane, London, N.W.10. 01-450 8561.  
**1521 Pharm Dis=Pharmaceutical Distributors,,** 10 West Bar Green, Sheffield, S1 2 DA. 0742-29238.  
**1533 Alo=Alo-Cosmetics, Ltd.,** 27 Old Bond Street, London, W.1. 01-493 1435.  
**1533 Siddonia=Siddonia Ltd.,** Crown House, London Road, Morden, Surrey. 01-542 6111.  
**1536 RDP=Rational Diet Products,** Gloucester, GL1 3QB. 0GL2-21291.  
**1543 CTM=Chocolat Tobler Meltis, Ltd.,** Miller Road, Bedford. Bedford S5141.  
**1548 JJ=Julian Jablon, 64 George Street, Lon-** don, W.1. 01-935 2739.  
**1555 PAPA=Pan-American Pharmaceutical** Associates, Ltd., 3 Bucklersbury, London, E.C.4. 01-248 7082.  
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## THIS WEEK'S CHANGES

Prices are given in the sequence Trade Price per Doz.; Purchase Tax per Doz.; Retail Price. Bold upright figures (2 9) in the retail price column indicate that the price is subject to resale price maintenance; italic figures (2 9) that it is recommended by the manufacturers; and light upright figures (2 9) that it is "notional" as a guide to the retailer in determining his own retail price.

C	Ad.A.M. (1091 Rybar)					
	mixture 150ml	45	0	16	5	7 5
A	Amoxal (1154 SNP)					
	cream 20g	30	0	11	0	4 8
	dusting powder					
	40g	30	0	11	0	4 8
	25g	30	0	11	0	4 8
D	Antrenyl (262 CIBA)					
	tablets 5mg 500					
D	Aturbane (262 CIBA)					
	tablets 5mg 500					
D	Bactrim (1047 Roche)†s48					
	syrup 100ml	14	0ea	—	—	21 0
R	B.F.I. (837 M5D)					
	powder 1/2oz	20	0	7	0	3 1
D	Bufferin (172 BMCL) existing entry					
I	Bufferin (171 8LL)					
	tablets 36	32	0	12	0	5 0
	100	85	0	31	0	13 3
	Calpol (218 Calmic)					
	paediatric suspension 69ml	32	0	—	—	4 0
	110ml	48	0	—	—	6 0
	1100ml	31	6ea	—	—	—
D	2 1/2, 4 and 40 oz.					
D	Carbomucil (896 NL)					
	100g	40	6	14	10	6 3
D	Catox (571 Stag)					
I	Catox (1305 W8)					
D	Celevac (571 Stag)					
I	Celevac (1305 W8)					
D	Coramine (262 CIBA)					
	liquid 15ml					
I	C.T.A. (1091 Rybar)					
	28ml	18	0	6	7	2 10
	Cycloserine (973 Pharmitalia) TS					
	tablets 100	66	9ea	—	—	—
D	Distaquaine V-K (378 Dista)					
	suspension 125mg 60 ml					
D	Elizabeth Arden (60 Arden)					
	make-up case	—	—	—	—	47 6
D	Emmotone (571 Stag)					
I	Emmotone (1305 W8)					
D	Fellows (571 Stag)					
I	Fellows (1305 W8)					

•	Folguat (1091 Rybar)†					
	150ml	72	0	28	6	11 4 1/2
D	G500 (571 Stag)					
I	G500 (1305 W8)					
A	Gomers (399 Dyffryn)					
	balm 50g	27	0	9	10 1/2	4 3 1/2
	Good Boy (1396 ABL)					
	yeast-plus tablets for dogs	30	8	—	—	1 11
	(2 doz.)					
D	Harker's (571 Stag)					
I	Harker's (1305 W8)					
D	Hematest (843 ML)					
A	Hydroderm (837 M5D) TS					
	5g	4	2ea	—	—	6 3

A	= Price Advanced
R	= Price Reduced
•	= New entry
D	= Delete
C	= Correction
I	= Insert

D	Ismelin-Navidrex K (262 CIBA)					
	tablets 25					
I	Italian Marble (1561 MD)					
	(distributors 261 Christy)					
•	bath Cologne	96	9	51	10	16 6
•	bath cubes (6)	52	9	28	4	9 0
•	Lancome (726 Lancome)					
	"books"					
	20's	—	—	—	—	46 6
	30's	—	—	—	—	62 9
	40's	—	—	—	—	96 9
•	Lancome (726 Lancome)					
	Hal-vit	—	—	—	—	30 3
D	Mandurin (571 Stag)					
I	Mandurin (1305 W8)					
D	Nasciodine (1298 WD)					
I	Nasciodine (1418 Strenol)					
D	Neftin (1153 SKF)					
R	supplement 71b	304	6ea	—	—	381 6

D	Neo Rybarex (1091 Rybar)					
	4oz					
D	Neutradonna (187 8S)					
	tablets 60					
D	Niegeloh (580 DH & Co) existing entry					
	display stand No. 1	654	8ea	207	3ea	—
	No. 2	359	4ea	113	0ea	—
	cuticle clippers					
	N18	168	0	61	7	26 3
	nail clippers					
	N15	78	0	28	7	12 3
	9-9cm	N4/5	148	0	—	18 6
	11-0cm	N4/M	190	0	—	23 9
	12-0	N4/L	224	0	—	28 0
	nail files					
	4in	N2/4	22	0	12	1 3 9
	5in	N2/5	26	0	14	3 4 6
	6in	N2/6	30	0	16	6 5 2
	7in	N2/7	40	0	22	0 6 10
	nail file with handle					
	carded (6)	N16	33	6ea	18	5ea —
	scissors hot forged					
	straight nail					
	N13/N	90	0	12	4	12 3
	straight cuticle					
	N13/C	90	0	12	4	12 3
	bent nail	N14/N	90	0	33	0 14 0
	bent cuticle					
	N14/C	90	0	33	0	14 0
	super quality					
	straight nail					
	N8/N	160	0	22	0	22 0
	straight cuticle					
	N8/C	160	0	22	0	22 0
	bent nail	N9/N	160	0	58	8 25 0
	bent cuticle					
	N9/C	160	0	58	8	25 0
	baby scissors					
	N12	162	0	59	5	25 3
	tweezers					
	assorted	N3/Ass	41	0	22	6 7 0
	pointed	N3/P	41	0	22	6 7 0
	straight	N3/S	41	0	22	6 7 0
	oblique	N3/A	41	0	22	6 7 0
	automatic	N17	132	0	72	7 22 7
	Normacol (896 NL)					
•	antispasmodic					
	100g	40	6	14	10	6 3
	250g	91	0	33	4	14 2
	500g	168	0	61	7	26 2
•	standard					
	100g	40	6	14	10	6 3
	250g	91	0	33	4	14 2
	500g	168	0	61	7	26 2
	2kg	615	0	225	6	95 8
A	dp 2 1/2kg	750	0	—	—	—



• special	100g	40	6	14	10	6	3
	250g	91	0	33	4	14	2
	500g	168	0	61	7	26	2
	2kg	615	0	225	6	95	8
A	dp2½kg	750	0	—	—	—	—
D	Occultest (843 ML)						
D	Orisulf (262 CIBA)						
D	tablets 25						
A	Perdilatal Forte (1154 5NP)						
	tablets 6mg	50	6	0ea	—	9	0
		250	19	0ea	—	28	6
		1000	75	0ea	—	112	6
I	Photoflux (977 PE)						
I	flashcubes PFC4	32	6	—	—	3	9
A	Pied Piper (506 Gerhardt)						
	(distributors 430 Eucryl)						
	for mice	12	0	—	—	1	6
		22	0	—	—	2	9
D	Privine (262 CIBA)						
D	solution 1:1000 spray ½oz						
D	Rakusen's (1470 LR & 5) existing entry						
I	Rakusen's (1470 LR & 5)						
	(distributors 810 Maw)						
	Slimms	27	4	—	—	3	6
D	Rayolast (571 5tagg)						
I	Rayolast (1305 VVB)						
I	Rybar (1091 Rybar)						
I	cold store lotion						
	tube	14	0	5	2	2	3
	eye lotion	2oz	17	6	6	5	2 10
	greyhound tonic						
	20oz	64	0	23	6	10	0
	inhaler midget	84	0	—	—	10	6
	inhaler spares						

	rubber bush	2	0	—	—	3	
	washers	2	0	—	—	3	
R	ointment (vet.) †						
	500g	20	0ea	7	4ea	37	4
A	round worm remedy						
	10 doses	18	6	—	—	2	3½
	50doses	75	0	—	—	9	4½
	100doses	140	0	—	—	17	6
	tapeworm remedy						
	6	18	0	—	—	2	3
	Rozalex (1088 Rozalex)						
I	barrier cream						
	No. 1 tube	45g	—	—	—	3	6
	tin	245g	—	—	—	3	6
	No. 8 tube	45g	—	—	—	3	6
	lanolin skin cream						
	tube	45g	—	—	—	3	11
A	Scentinel (889 NH)						
A	Flush-Kleen	12	0	—	—	1	6
•	Lu Blue toilet						
	cleanser deodoriser						
	complete	28	0	1	4	3	6
	refill	18	0	—	—	2	3
•	Septtrin (208 BW) †s4B						
	suspension						
	paediatric	14	0ea	—	—	21	0
•	Sister Lauras (1146 SL)						
•	food	300g	37	0	—	3	11
•	Slow-Fe (262 CIBA)						
	tablets	30	6	0ea	2 2½ea	11	3
		5×30	25	0ea	—	—	—
		20×30	90	0ea	—	—	—
A	Strepsils (147 Boots)						
	24	1	7ea	—	—	2	5

	Supersoft (563 Hampshire)						
R	Close-up deodorant						
	aerosol	38	6½	21	2½	5	11
D	Taylor's Seven Oils (110 B) existing entry						
I	Taylor's Seven Oils (110 B)						
	100cc	24	0	8	9½	3	6
	200cc	36	0	13	2½	5	3
	Trimetts (1552 UL)						
•	drinking chocolate	44	6	—	—	4	11
A	Welldorm (1154 5NP) †s4B						
	elixir	150ml	5	0ea	—	7	6
		500ml	12	6ea	—	18	9
	tablets 650mg	50	6	0ea	—	9	0
		250	23	0ea	—	34	6
	150mg	25	2	3ea	—	3	5
		500	16	0ea	—	24	0
•	Yeratone (1091 Rybar)						
	tonic	115ml	42	0	16	0	6 10
		250ml	84	0	32	0	13 8
A	Zoflora (1232 T & R)						
	disinfectant	2oz	22	6	—	2	8
		4oz	38	0	—	4	9
		8oz	76	0	—	9	6
I		500ml	12	0ea	—	18	0
		11	22	0ea	—	30	0
		21	40	0ea	—	50	0

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**New Packs for Eye and Ear Drops.** — Glaxo Laboratories, Ltd., Greenford, Middlesex, are presenting in new 10-ml dropule packs their Betnesol, Betnesol-N and Predsol eye/ear drop preparations (prices unchanged). The 3-ml vial of Predsol is being replaced by a 5-ml dropule pack and the 3-ml vial of Predsol-N by a 5-ml vial.

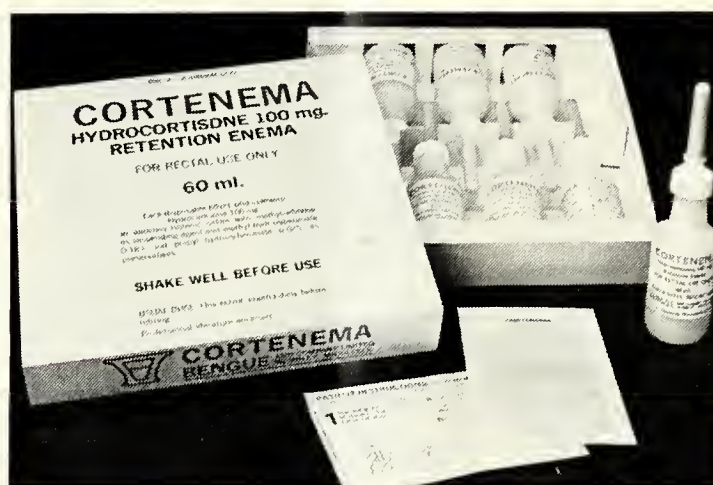
**Precision-release Iron Tablet.** — A new speciality, Slow-Fe, which is being launched by CIBA Laboratories, Ltd., Horsham, Sussex, on March 31, is a slow-release ferrous sulphate tablet designed to release its iron content in the upper small intestine. By avoiding either high local concentrations or significant wastage by release too low in the gut, Slow-Fe is claimed to produce maximum haemoglobin response with minimal side effects. Because, too, it is released slowly, giving Slow-Fe only once daily ensures adequate dosage. The product is indicated in iron-deficiency anaemias, the absence of nausea and gastro-intestinal irritation being especially advantageous in pregnancy and gastrointestinal disorders and in convalescence and old age. Each tablet contains 160 mg of dried ferrous sulphate ( $\equiv$  50 mg Fe) in a specially formulated slow-release tablet base. As iron tablets have become notorious as a cause of poisoning in children, care has been taken in formulating and packaging Slow-Fe tablets to reduce the risk to a minimum. The tablets are off-white, film-coated (not sugar-coated) and are presented in a press-through foil pack of thirty tablets.

### OVER-THE-COUNTER MEDICINALS

**Three New Packs.** — Beecham Products (U.K.), Great West Road, Brentford, Middlesex, are presenting their product Phensic in three new packs. Each bottle, handbag pack and purse



strip now presents the Phensic message "clearly and authoritatively" on a blue and "sparkling" white label. From now on the design is being illustrated in every Press advertisement for the product.



**HYDROCORTISONE RETENTION ENEMA:** New Cortenema unit of Bengue & Co., Ltd., Mount Pleasant, Alperton, Wembley (see C. & D., March 22, 1969). Below: New Trimetts drinking chocolate.



### VITAMIN PRODUCTS

**New Bottle and Label.** — Delrosa rose-hip syrup and Delrosa orange have been given by the manufacturers, Phillips, Scott & Turner Co., St. Mark's Hill, Surbiton, Surrey, a new bottle shape and label design, each product in its 6 oz size will shortly be reaching stockists in the new guise. The new 170 cc bottle, designed by the National Glass Co. gives the brand an up-to-date appearance as well as being streamlined for greater efficiency on the makers' high-speed production line.



The bottle is slimmer and taller than the one it replaces, making for better shelf-stacking at the point of sale. The new label, in four colours, has changed from the old oval to a new modern shape, and a flash, "contains glucose," has been added. The product's Royal Warrant is given a place on the redesigned label for the reverse side. Orange Delrosa has been restyled "real orange juice and rose-hip syrup" (not "orange and rose-hip syrup").

### PRODUCTS FOR SLIMMERS

**"Shrinking Chocolate."** — Unicliffe, Ltd., Unimark House, Stonar, Nr. Sandwich, Kent, have added to their range of slimming aids a Trimetts drinking chocolate (4s 11d.), described as a balanced preparation which, mixed with  $\frac{1}{4}$  pt. milk, replaces a full meal. The dispatch outer contains a display tray and twelve tins of the Trimetts

drinking chocolate, shown here.

### INFANT FOODS

**Strained-food Varieties.** — Two new varieties are being added to the range of strained and "junior" baby foods of H. J. Heinz Co., Ltd., Hayes Park, Hayes, Middlesex, namely strained creamed rice milk pudding and strained creamed semolina milk pudding (8½d. each).

### HOUSEHOLD PRODUCTS

**Pack Improved.** — Izal, Ltd., Thorncliffe, Sheffield, have introduced a new and improved pack for Zal Pinefresh dustbin powder. The pack is all-aluminium-foil covered as an effective barrier that eliminates odour-permeation problems. The canister top has also been improved so that housewives no longer need to puncture the metal. Holes are already punched and sealed with an easy-to-remove square of self-adhesive tape, which also serves as a pricing point. The new pack will gradually replace the old canister. Price is unchanged.



### COSMETICS AND TOILETRIES

**Redesigned for the Gift Market.** — Picot, Ltd., 11 Queen Caroline Street, London, W.6, have given their perfumes a new look which, they believe, will have a strong appeal in the gift market. *Fiesta* and *Le Train Bleu*





appear in redesigned packs, to bring them into line with the company's other perfumes, which keep their original designs but are now presented in large bottles "nestling in golden silk". The designs also help the customer to choose the right fragrance because "even before opening the packs and smelling the perfume you can feel the mood of the fragrance inside." *Fiesta* is in a gay pink. *Le Train Bleu* bears labels having white lettering on deep midnight blue. *Sultry Pagan* is in shiny black with oriental style lettering.



**MAKE-UP TRIO:** New transparent make-up, eye-liner and eye-shadow of Coty (England), Ltd., Great West Road, Brentford, Middlesex (see C. & D., March 22, p. 255).

**Fashion Face for 1969 Spring.**—Products of Lenthéric, Ltd., 17 Old Bond Street, London, W.1, that will contribute to a "fashion face for Spring 1969" will feature a new look for eyes, three new lipsticks shot with a golden shimmer and two new face shades, all chosen to give subtle warmth and emphasis to the Spring fashion shades of sea green, peach and yellow. Lines and fabrics will both be softer, and the Lenthéric "fashion face" will echo that mood. The new shades, Incendiaries, in lipsticks (4s. 11d. each) are "Spark of Pink" (a golden pink); "Fire-glow" (iridescent amber); and "Ember-glow" (iridescent topaz). Two new face shades are different tones of a deep creamy beige. Bold beige is suitable for pale and medium skins ("in the bottle it's an unattractive mud colour, but on the face it comes alive"). Summertone a darker beige for dark skins, has no hint of red or yellow. Bold beige and Summertone are carried right through the Lenthéric face range: (liquid foundation, loose face powder, complete make-up and compressed powder). The Lenthéric look for eyes uses the sea green pressed powder eye shadows (14s. 11d.) or with the grey-blue shades new blue eye shadows.



**SHAMPOO-IN HAIR COLOUR:** New Super-soft Hairtoner of F. W. Hampshire & Co., Ltd., Sunnysdale, Derby.



**A New Atkinson Fragrance.**—The House of Atkinson (J. & E. Atkinson Ltd.), 45 Portman Square, London, W.1, has launched a new fragrance—first in five years—under the name *Félice*. Created in France (at Grasse), *Félice* is "for the elegant, sophisticated woman of all ages." Its basically floral undertone of rose and jasmin is set in a "green" background. "Its subtle aura a blend of woody, spicy notes creates an atmosphere of magic and chic which every woman wants in her fragrance." In addition to the perfume itself there are a *parfum de toilette* containing 4 per cent. of perfume essence "to surround the wearer with an all-through-the-day aura of seductive fragrance"; a perfume mist (*parfum de toilette* in low-pressure glass spray bottle) especially suitable for use after the bath; talc; and triple-milled hand soap—"concentrated fragrance to last right through the tablet." The packages are all in smoky green and white with gold blocking. The bottles are "all-over etched," printed and trimmed in line with the House image established in the *Chantage* and *à toi* ranges.

**Eight New Products in the Series.**—Yardley of London, Ltd., 33 Old Bond Street, London, W.1, have introduced

Yardley brush and smoothed on, and, say the makers, it "will not run or smudge." There are six "pale moon-beam" colours. Chalk sticks (5s. 8d. each) provide shadows that have all the ease of application of an eye-shadow stick, but which give, for the first time, a matt, chalky effect. They are stroked direct on to the eyelid and blended with the fingertips. Colours are as for the pearly creams. Liquid eyeliner (6s. 8d.), a liquid liner in tall, easy-to-use bottle, is a creamy, free-flowing and quick-drying liquid that after application does not flake or wear off. It is applied with the fine end of the Yardley double-ended brush. Colours are brownish/black, brown, charcoal and navy blue. Cake eyeliner (5s. 8d.), in flat, tear-shaped disc, and in the same four colours, fits into the eyeliner case as a refill if required. It is used on the fine end of a Yardley brush, moistened and used to work up the desired consistency. Mascara (8s. 1d.) is a new brush mascara, "automatic, water-repellent, non-flock," with rapid drying action. It is available in black, brown and charcoal. Brow pencil (3s. 3d.)—"so soft it enables brows to be shaped and darkened with real subtlety"—is in brown, black, light

brown and charcoal. Lip tints (6s. 8d. each) clear colour tints that give a high gleam of clear gloss. Shades are natural and sheer clover, honey, caramel, blush and scarlet. New Shimmerline (6s. 6d.) is a super-pearlescent nail varnish in shades to tone with lip tints.

#### PRODUCTS IN "PRETTY GOODS" RANGE



eight new products into their Pretty Goods range. Six are for the eyes. Pearly creams (6s. each) are a new kind of eye shadow, in a neat little tube. A soft squeeze-out cream in neat tube and containing a pearlescent ingredient. It is applied with the fingertip or

**Launched in Britain.**—Creme Simon (Distributors), Ltd., 31 Bedford Street, London, W.C.2, are putting on the market in Britain one of their Paris house's new products, *Lait aux Simples*. The product is already stocked by John, Bell & Croyden, 50 Wigmore Street, W.1.



# Photographic Notes

## Lightweight Binoculars

PYSER-Britex (Swift), Ltd., Fircroft Way, Edenbridge, Kent, invite inquiries about the Swift range of lightweight binoculars, whose extra-hard lens coating is claimed to give the viewer a much whiter and clearer image. "Generous discounts" are offered.

## Long-life Batteries

MALLORY Batteries, Ltd., Gatwick Road, Crawley, Sussex, claim that the "longer life and fade-free power" of their leakproof Duracell batteries make them uniquely suitable for use in photographic equipment. They quote an instance of a transistor radio fitted with the batteries being forgotten for ten years yet unharmed when brought into use once more.

## Repair Service Extended

VANGUARD Instruments, 233 High Street, Brentford, Middlesex, have now extended their collection and delivery service to cover the whole of London and the Home Counties. They carry out guaranteed repairs to all types of camera, electronic flash equipment, slide and cine projectors, exposure meters and binoculars.

## Personal Movie Titles

A "DO-IT-YOURSELF" set of cine titles is now included in the range of accessories offered by Arrowtabs, Ltd., Granville Mews, Cricklewood Lane,



London, N.W.2. It comprises a folding wallet with four colour backgrounds each designed for a particular subject and a sheet of "rub-down" Letraset transfer letters with about 100 characters and illustrations. Four types are available at present, wedding, holiday, general and family. The backgrounds are designed for opening, main, credit and end titles. The user merely has to add his own name and title the film. Each card is  $5\frac{1}{4} \times 7\frac{1}{2}$  in bringing it into range with 8-mm cameras focusing down to 2 ft. Cost per card is 9s. 11d. Dealer packs are available in units of

twelve in a display outer of three each of four titles.

## Processors' Addresses

THE two following addresses were inadvertently omitted from the extended list of names and addresses appended to the directory of colour services (see supplement p. 20).—Haagman=Haagman Colour Laboratories, Ltd., 77 Endell Street, London, W.C.2. Litster=Thos. Litster, Colour Laboratories, P.O. Box 7, Peebles.

## Photographic Papers

So as to be better able to meet the increasing demand for Ilfobrom paper, which is now available in a wide range of surfaces, sizes and contrasts, Ilford, Ltd., Ilford, Essex, are discontinuing some other less popular photographic papers, including Plastika, Multigrade, Contact, Document and Reflex Document papers. Document weights and surfaces continue available in the Ilfoprint range.

## Stock Range Increased

THE wholesaling organisation Vestric, Ltd., which has branches throughout the country (head office, Runcorn, Ches) announce that they are continuing to expand their range of photographic equipment and accessories. Coupled with their wide range of stock is a delivery service claimed "second to none."

## Wide Range of Accessories

PHOTO-SCIENCE LTD., Charfleets Road, Canvey Island, Essex, invite inquiries for copies of their catalogue, which lists a comprehensive range of accessories for photography, including filters, supplementary lenses, multiple-mirror prisms, lens hoods and caps, cable releases, range-finders, flash equipment, tripods, camera clamps and grips, copying stands, processing apparatus, negative files, slide storage equipment and display units, accessories for projection and magnifiers.

## With Automatic Flash Control

THE Canonet-28 35-mm camera introduced by J. J. Silber, Ltd., 11 Northburgh Street, London, E.C.1, is fitted with a Canon 40-mm f/2.8 lens with three-point zone focusing with click-stops. A selenium cell controls exposure, the shutter speeds and f/stop being programmed. Working range with films 25-400 ASA covers exposure values 8-17. The viewfinder has parallax correction marks, snapshot mark, zone-focus marks, shutter-speed scale and flash mark. The camera is fitted with built-in flashcube socket and automatic flash control — distance and aperture being coupled automatically at a shutter speed 1/30-s. Recommended price: £39 19s. 6d.

## Cine Camera Range

HANIMEX (U.K.), LTD., 15 Great Dover Street, London, S.E.1, are launching a new range of Super 8 cine cameras. They range in price from £19 19s. to £79 19s. 6d. The Loadmatic M100 model, launched this month, is an automatic, inexpensive, simple-to-



Hanimex Loadmatic Model 100.

operate apparatus designed to appeal to the average family for use on summer holidays, sports and family occasions, etc. A signal in its viewfinder indicates when it is safe to expose. The M100 has fully automatic CdS exposure control with pre-focused f/1.8 lens. Operating from four penlight batteries the camera has run, running-lock and lock all operating on the release button. The remaining cameras in the range have a more comprehensive specification, each one featuring a zoom lens. The Loadmatic MP303 (£59 19s. 6d.) is fitted with f/1.8 11-33 mm 3:1 zoom lens with power zoom operating independently of the motor drive. The lens focuses down to 4 ft. Other features include angled pistol grip, footage counter, adjustable eyepiece with rubber eyecup, fully automatic CdS TTL metering with under and over-exposure indicator in viewfinder. The camera measures  $8\frac{1}{4} \times 6\frac{1}{2} \times 2$  in. The Loadmatic MP404 (£69 19s. 6d.) has an f/1.8 8.5-35mm 4:1 zoom lens but is otherwise similar to the MP303. It measures  $7\frac{1}{2} \times 6\frac{1}{2} \times 2$  in. The Loadmatic MP505 (£79 19s. 6d.) is fitted with f/1.8 8-40mm 5:1 zoom lens. Other refinements include two-speed running, (18 and 24 f.p.s.) and battery checker. Its measurements are as for the MP404.

## For Your Window

AN effective window display is a great help in promoting photography and with the wealth of show material provided by manufacturers there is no excuse not to have one. To display the various show cards and goods to the best effect a fully adjustable support is a must. Rod dressings supplied by Pollards of London, Highbury Grove, London, N.5, provide such an easily adjustable and firm support. The company invite inquiries.



### Kodak Advertising Slogan

THIS spring and summer a new slogan, "Take Life As It Comes," provides the linking theme for the big 1969 advertising campaign being undertaken by Kodak, Ltd., Kodak House, Kingsway, London, W.C.2. Media for the campaign include spaces in national and provincial newspapers and journals, and in photographic trade and technical magazines, 30-s TV spots in all regions aimed at reaching 85 per cent. of all homes. New features are the 3,000 large poster sites in big towns, seaside resorts and in shopping precincts throughout the country—and big eye-catching colour transparencies on five sites at stations on the new London Victoria underground line. Instamatic still cameras are being pro-



Above: Advertisement scheduled to appear in amateur photographic magazines. Centre column: A poster that will be appearing on hoardings all over the country.

moted in full page advertisements in *Daily Mirror*, *Radio Times*, *Sunday Mirror* and *News of the World* and Kodak film will be featured in full page colour advertisements in *TV Times*, *Reader's Digest* and the *Observer* colour supplement. Additionally, every Friday throughout the summer in the national and provincial press there will be front page solus "reminder" advertisements — "Don't Forget Your Camera This Weekend. Take Life As It Comes." Particularly important this year in the cine promotion is a twelve-page colour supplement on movie making, which will appear in the May edition of *Reader's Digest*. Big advertisements supporting the supplement will appear in mass-circulation women's magazines and various special interest magazines such as *Drive*. Special Instamatic camera advertisements will also appear in favourite juvenile magazines. Finally the dedicated amateur photographer—

and the photo-dealers—will be well catered for in the pages of the trade and technical press. Backing the whole campaign will be a range of show-cards and display pieces in dealers' shops. This year, the equipment and film 'display items' are handsomely designed in black-and-yellow—giving a matching Kodak "family" look.



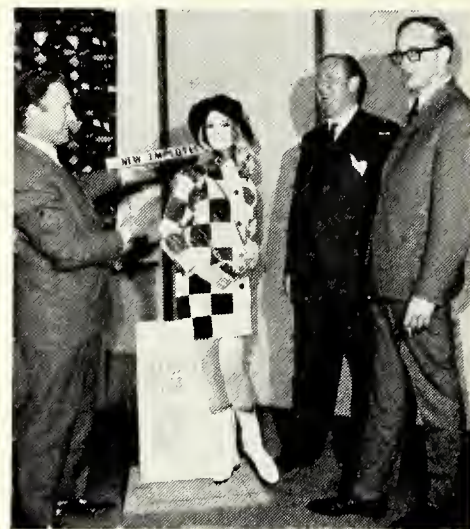
### Polaroid Plans for 1969

PHOTOGRAPHIC marketing plans for 1969 of Polaroid (U.K.), Ltd., Rosanne House, Welwyn Garden City, Herts, are built around three new cameras. The new models are the Polaroid Swinger II, a less expensive version of the Swinger (recommended retail price £6 19s. 6d.), which has no built-in flash gun, though an accessory gun is available at 14s. 11d. The Polaroid Model 3000 (£14 19s. 6d.) is similar to the Swinger I but uses Type 107 pack film, giving a picture size 3½ x 4½ in. Finally the Colorpack II (£19 19s.) is the first Polaroid camera selling at less than £20 that is able to take colour pictures. The previous model 200 cameras remain on sale. The new cameras are being introduced with an intensive television advertising campaign aimed at reaching 75 per cent. of all homes in the United Kingdom at least seven times over an eleven-week period, May to July. Window displays, literature and point-of-sale material are available for dealers and the company are continuing their demonstration picture programme under which dealers are allowed 1s. for each type-107 negative and 2s. for each type-108 negative exposed while demonstrating the cameras (no allowance is given for pictures taken with the two Swinger cameras). Advertising blocks are supplied to allow dealers to tie-in with the national campaign advertisements in the local Press. A "starter pack" containing eight Swinger II cameras, four Model 3000 cameras and four Colorpack II cameras (profit £58 11s. 8d. on a cost, including purchase tax, of £136 18s. 4d.) is being

offered for delivery by April 25. Each pack also contains one display unit for the three new cameras, a full colour poster, three new camera crowners and 100 copies of new camera literature.

### Ilford Marketing Plans

THE amateur products division of Ilford, Ltd., Ilford, Essex, decided at their 1969 sales conference held recently to concentrate on developing the company's well established and popular black-and-white products. Ilford FP4 has rapidly gained an exceptional reputation as a medium speed film and details of a national photographic competition for FP4 users were presented to the conference. Other products that will play a major part in 1969 include Pan F and HP4, but, as Mr. Watson (divisional head) pointed out, "Sales of Ilford black and white 126 cartridge film and Selochrome films show that usage of black and white film by 'snap-shotters' is still considerable." The company are expecting Ilfobrom bromide paper — which has been a con-



New sales girl for Ilford, Ltd.

siderable success with professional photographers — to have equal appeal to the amateur when its darkroom "virtues" are fully realised. The company are continuing to offer their Ilfomatic cartridge camera range and Elmo cine cameras and projectors. A display of prints from the "Man Alive" exhibition was shown at the conference. The prints, produced by Ilford Ltd., on Ilfobrom paper, are being shown in a dozen city centres throughout the United Kingdom in the coming year to promote interest in photography. Promotional material for 1969 includes a new "Ilford girl" (illustrated). The life-size cut-out model becomes the up-to-date version of the well-known Ilford bathing girl who attracted many millions of amateur photographers to Ilford films over a period of many years. The "new recruit," wearing a black and white check raincoat is but a part of the promotional campaign devised to keep the Ilford range of fine black-and-white films in the public eye.



# Metrickation Announcement from **BEECHAM ETHICAL DISTRIBUTORS**

All Beecham Research Laboratories and Bencard liquid oral preparations are formulated to a 5 ml. measure. For dosages less than, or not a multiple of, 5 ml., preparations should be diluted immediately before issue, to a dose volume of 5 ml. or multiples thereof. The following recommendations and conditions apply to Beecham Research Laboratories and Bencard products.

## BRL

Products	Diluent	Stability
Maxolon	Purified Water B.P.	Not affected
Orbenin		This product should <i>not</i> be diluted (as it is unstable on dilution)
Brocillin	Syrup B.P.	7 days
Broxil	Syrup B.P.	7 days
Penbritin	Syrup B.P.	7 days
Penbritin KS	Syrup B.P.	7 days

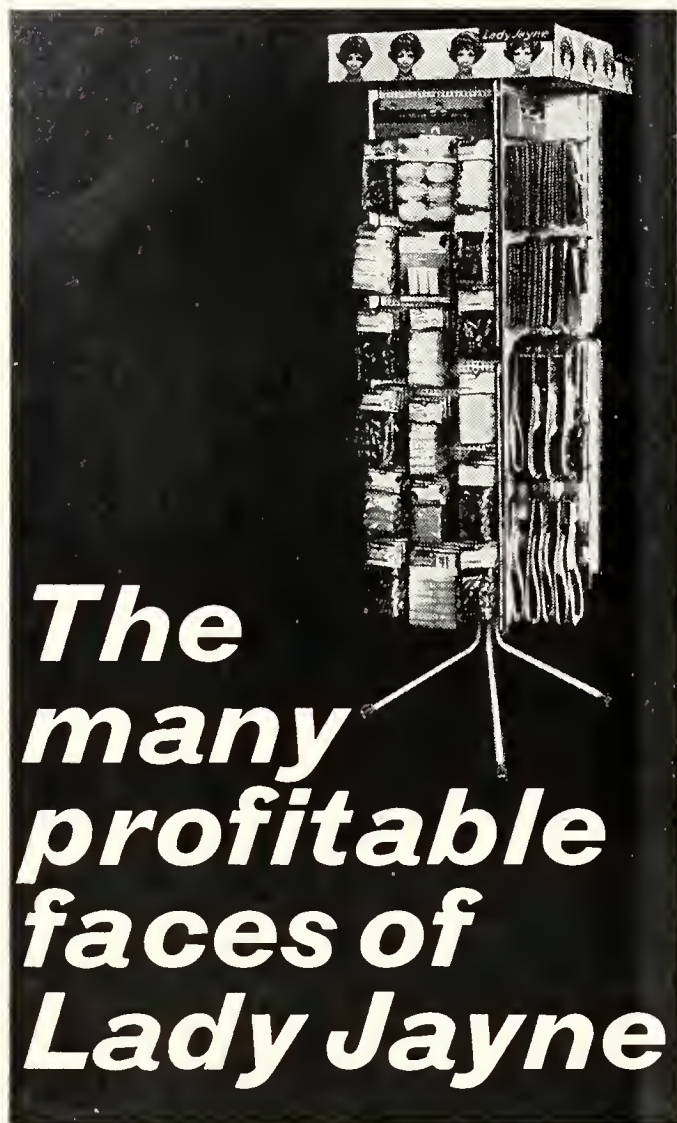
## Bencard

Products	Diluent	Stability
Becovite Elixir	Syrup B.P.	If diluted (eg. Vitavel Syrup for infants); stable for at least a fortnight.
Befortiss	Syrup B.P.	
Juvel	Syrup B.P.	
Orovite	Syrup B.P.	
Vitavel	Syrup B.P.	



**Beecham Ethical Distributors**  
Great West Road, Brentford, England.





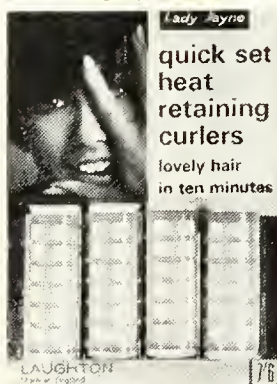
**The many profitable faces of Lady Jayne**

There are now forty-one Lady Jayne Hair Products, attractively displayed on this Merchandising Stand. It comes stocked ready to sell. And it's re-stockable; so as well as making a profit on selling all the items on the stand, by keeping it full you'll be continually increasing your profits—especially when one of the lines is the highly successful

### QUICK SET HEAT RETAINING ROLLERS

These, and all the other Lady Jayne Products, will be advertised nationally in women's magazines this year, so contact your usual wholesaler now for details. Quote Stand No. 1000/21.

**You'll find it pays to stock and display**



# Lady Jayne

A product of  
**LAUGHTON & SONS LIMITED, Birmingham 14**

## Perfect background for selling in new Stockport CO-OP store



**Umdasch**

### SHOPFITTING SYSTEM

**could easily solve your merchandising problems too!**

The new Stockport Co-operative Society's store, provides an excellent example of the outstanding adaptability of the system to a wide variety of merchandising situations. Free standing, fully adjustable frames, permit great flexibility in the interchange of all components. The wide choice of materials and finishes allows maximum freedom to create colourful imaginative and individual schemes, which can easily and quickly be modified or extended as required.

The system is economical, reducing installation time and labour costs to a minimum. Even if you have no immediate plans, make sure you know all about the UMDASCH SHOPFITTING SYSTEM now.

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**Umdasch Division**  
**Ayres Road**  
**Manchester 16**  
**Tel: 061-872 4879**

Please send catalogue and detail sheets

Name	
Business address	
Telephone number	CD3





# CHEMIST AND DRUGGIST

For Retailer, Wholesaler and Manufacturer

ESTABLISHED 1859

Published weekly at

28 Essex Street, Strand, London, W.C.2

TELEPHONE: 01-353 6565

## Right Recipe for "P. R."?

A GOOD deal of time was needed before the regional conference became accepted as an indispensable channel of communication between the Council of the Pharmaceutical Society and its members. The very idea of regionalism had met with a good deal of passive resistance until the first of the regional conferences had actually been held and had demonstrated its worth. For years the South-eastern Federation of Pharmacists had been the only pharmaceutical embodiment of regionalism, and though its success in Sussex and Kent was considerable, its set-up had little appeal elsewhere. The Federation, however, was on a different model from that of the Society's recent conferences. It is the direct encounter between members and some of the chairmen of Council Committees that has proved the element of attraction that brings the audiences.

Communication between pharmacy and its various outside contacts is no less in need of a recipe for successful development. Does the answer to that problem lie in the interprofessional "area dinner" that four branches in the North-east combined to organise at Sunderland on March 21 (see p. 272)? To give an immediate and final answer to that question is of course not possible, but the North-easterners have every reason to be pleased and hopeful at the success of their imaginative initiative, carried into effect as it was with much careful attention to detail. They provided the right atmosphere of informality and friendliness. The food was first-class. And if the pharmacists among the speakers used their opportunity to propagate ideas that were not pre-guaranteed to encounter the enthusiastic acceptance of their whole audience, they did it with such grace and subtlety that none was offended and some may have been influenced.

We hope, therefore, that other regions will not wait so long as they did in accepting the idea of regionalism itself, nor demand tangible evidence of results, before following the example of Sunderland. They will enjoy the "area dinner" and so will their guests. They will stand a fair chance of doing some good and small risk of doing any harm. They will be able to attract as the guest speakers more prominent figures than for a purely local function. Though they may have to sit through some home truths from the heads of other professions they will still have the overall advantage—the same sort of advantage as a football team has in its home matches. And the members of the other professions are in truth reasonable people enough. They are as open to argument and persuasion as are pharmacists.

They can be good allies if taken into confidence, but are certainly liable to be difficult if, while pressing their own policies, they are kept in the dark about those of pharmacists.

Indeed, why should there not be a "national" pharmacy dinner as well as "area" dinners on the interprofessional pattern? Among trade associations the annual dinner is a recognised institution, and if the Pharmaceutical Society were to follow suit it might gain, just as many of those associations do, a captive audience of "top brass" in a receptive frame of mind to listen to any distinctive ideas that pharmacy has to contribute to the community.

## Photographic Opportunities for Pharmacists

PHOTOGRAPHY, according to the Stationery Office publication "Britain 1969," is Britain's leading hobby. And that is in spite of the stiff increase in purchase tax on photographic goods that was announced in the 1968 Budget shortly before last year's photographic supplement to THE CHEMIST AND DRUGGIST went to press, and the further increase to 55 per cent. the following November. Full effect of the November increase has no doubt yet to be assessed, but preliminary figures for expenditure on photography announced by the Photographic Information Council show that the market continues to grow.

Total photographic market expanded in 1968 by £5.3 million to £95 m., but the growth was not evenly spread. Spending on black-and-white still film continued to decrease, though the steady rise in colour films more than compensated for it, even if the rise on films as a whole was slightly below that which took place between 1966 and 1967. The ratio of colour exposures to black-and-white is estimated to have remained at 1:1. The ratio of colour transparencies to colour prints is now believed to be 3:2. Expenditure on the processing of black-and-white film dropped, but again the increase in colour processing more than offset the decline.

The figure given for the number of still camera owners (14 m.) compares with a total population (excluding people under ten and over seventy years of age) of 41.5 m. There is thus considerable scope for further expansion. When it is borne in mind that 9.5 m. of the 14 m. camera-users own cameras costing less than £10 and another 3.5 m. own cameras costing between £10 and £30, leaving only 800,000 with cameras worth over £30, it may be seen where the greatest potential lies.

That conclusion is borne out by the fact that Rank Photographic, as reported in the photographic supplement included with this issue, are this year introducing a series of cameras each priced at under £10. It is in order to improve THE CHEMIST AND DRUGGIST's service to those of its readers—the majority—who concentrate on the under-£30 section of the market that this year's supplement (p. 18) presents the first of what is intended to be a continuous series of reviews of new cameras and projectors.

Apart from the still cameras and materials that have been mentioned, there are also cine camera owners, and it is worth noting that at present they number only one million in the United Kingdom, and that (again according to the Photographic Information Coun-



cil) only half the number of camera owners use flash of any description. Evidently, then, those are two more fields that could usefully be exploited by chemists with photographic departments.

Chemists are at present numerically by far the most important photographic outlets (13,500 out of 23,000).



**W**E have now had a full fortnight of metric dispensing, and although there have been many letters published dealing with various problems encountered, I feel that most of our people have coped in a quiet and competent manner with this further burden that has been placed upon them. Having supplied most of our local doctors with a complete set of metric bottles labelled in bold figures to show the sizes, I find that most of them are ordering in ml and, given time, we shall probably either coax or shame the remainder into conforming. I note that one of them who has a rubber stamp for his favourite extemporaneous mixture is either unable or unwilling to write in the metric quantities. Perhaps we shall have to buy him a new stamp. Comments I have had from doctors suggest that their main objection has been to the abolition of the half-teaspoonful (or, as they now write it, 2.5 ml dose), particularly when they write it "half to one teaspoonful as required." As they so rightly state, those mixtures are usually for small children, and it is much easier for a parent to administer one spoonful to the child than the two into which we are now compelled to convert. In this I heartily agree with the doctors. Plastic spoons giving a 2.5-ml graduation have now been in use for a long time, and the instruction to dilute appears to be quite unnecessary, and poses the only really unsolvable problem of metrication. If a prescription is written with a 2.5-ml dose, the pharmacist will promptly dilute to 5-ml and label with a 5-ml dose. The next time the same prescription was issued for the same infant it would be quite possible for the doctor to omit the dose and merely give a direction of "as before." In that situation the pharmacist will label "as before" but will not dilute. Consequently the parent will continue to give a 5-ml dose, but the infant will actually receive twice the dose intended. Whilst it may be argued that the problem may be overcome by insisting that doctors shall state the dose, I think that we can dismiss that solution as wishful thinking. Perhaps some pharmacists may have a better solution. Another minor problem brought to my notice is that of accurate measurement of some of the small quantities in the British National Formulary. One of my colleagues requested me to ascertain whether it was possible to obtain a stamped graduated pipette for the purpose. Inquiries have proved that such an item is not available.

### *Small Print*

Last month I mentioned the difficulty for our people in the minute print used by most makers for dating their products. I was so incensed over this matter that I have since discussed it forcibly with a number of representatives. One of them had apparently taken the point so much to heart that he had written to his firm about it. They have investigated the problem and have replied to me direct. From this one must reasonably conclude that the representative and his firm are examples of the best possible type of representative and manufacturer. Yet, whilst they admit that the difficulty exists, they regret that they cannot help. It appears that their system of dating is such that the same

By keeping photography to the forefront, and by making use of the various courses outlined in an article in the supplement in which the training of assistants is dealt with, so as to ensure that the photographic counter is in capable hands, chemists can maintain their share of the market and even increase it.

## "OPEN SHOP"

An unscripted commentary on the special problems of the pharmacist in general practice

By E. C. TENNER

type is used for everything from the smallest ampoule to the largest bottle, and that naturally results in the use of an extremely small type face. Once again the pharmacist is a victim of the system.

### *Child Customers for Chemicals*

Recently we have had an epidemic of children asking for chemicals of various sorts. I always impress on my staff the great care that must be taken to ensure that nothing is sold that could in any way be potentially harmful to a child. Profit that results from a child losing a limb is profit we can well do without. I am reminded of a case which we had many years ago when we discovered that a schoolboy had found out that there was an alternative source of supply for various items such as sulphur, potassium nitrate, etc., which the local pharmacists refused to sell to him. He was doing a thriving trade amongst his colleagues, but was so proud of his efforts that he could not prevent himself from boasting about it on an occasion when I had refused him some items. He had tumbled to the fact that horticultural suppliers also sold such products. Fortunately those traders agreed to our request that no further goods of this nature should be sold to children.

## ON THE SIDELINES

### ★ FROM PURGE TO PETROLEUM ★

PHARMACISTS may not appear on first thoughts to have more than a passing interest in the birth 150 years ago on March 29 of "Colonel" Edwin Drake, pioneer of petroleum drilling. Yet the inspiration which sent Drake to drill that historic first well at Titusville came from the journalist George Bissell, this when he happened to glance in a druggist's window on Broadway. There was displayed Samuel Kier's advertisements for his "Rock Oil," a crude precursor of liquid paraffin; one claimed as panacea for bruises, sprains and various ills.

The promotion of his magic oil and "gentle purge" into petroleum reads like so much fiction. Along the Allegheny River natives had for long collected oil seepages mopped up by the pint to sell to General Lincoln's troops. Then Sam Kier made a first step after he had been working his brine wells and ever cursing an "impurity," a "devil's tar" in the brine he pumped by use of a derrick. But then Kier also tried a rough distilling of his oil to yield "carbon oil" for lighting and a heavy oil as lubricant. It was Kier's flourishing advertisements of his "healthful balm from Nature's secret spring," on cards displayed in the Broadway pharmacy, that brought a revolution in oil history. For also on the display cards was a picture of one of Kier's derricks used for pumping his brine. If brine-producers drilled for underground resources, then why not drill for oil? Such was George Bissell's lucky inspiration that day when sheltering from the hot sun beneath the shop awning. Bissell, graduate of Dartmouth College, soon took a share in the Seneca Oil Company, and later sent Drake, then out of work, to begin drilling with a derrick and windlass, a 6 h.p. engine, and rough drilling



tools fashioned by "Uncle" Billy Smith and his two blacksmith sons. Drake's story, from being a store clerk, a railroad conductor, and jack-of-all-trades, suggests a rags-to-riches romance. Yet he retired almost penniless, his only reward a small pension. Later he was to be given a huge memorial. The anniversary commemoration would be incomplete without including reference to Benjamin Silliman junior, that young American professor who followed up Kier's rough distilling of oil with fractional distillation of Rock Oil in metal stills in place of glass, all to yield various distillates up to solid paraffin as wax for candles. Purchasers of medicinal paraffin today hardly appreciate its historic link with Kier's first sales of a magic oil, with verse rounding off his claims:

As from her depths the magic liquid flows  
To calm our sufferings and assuage our woes.

### ★ PHARMACIST AND CHEMIST ★

ON March 29 two hundred years ago was born Friedrich Accum, a German immigrant who set up in London as a pharmacist, consultant, and director of a Soho centre for practical chemistry. Accum had been apprenticed to the Brandes, "Apothecaries to George III of Hanover and Great Britain," and took to chemistry, it is believed, after watching his father's soap-boiling trade. He came to the Brande pharmacy in Arlington Street in 1793, but continued to develop his chemical knowledge by attending lectures at Windmill Street medical theatre, where Dr. William Hunter ran a school. Accum benefited further by contact with William Nicholson, a chemist in 1798 who founded *Nicholson's Journal*, in which Accum found a convenient medium for the publication of several papers on his later researches. Accum had no academic training, but his years in London proved fruitful in pure and applied chemistry. In a period in which only two laboratories for practical work were available for students, he set up at No. 11 Old Compton Street, offering practical courses that earned him a high reputation among chemists at home and abroad. "A most obliging man who, to supply my wants, would go to the end of London if not to the end of the earth" wrote Benjamin Silliman senior, Yale's first professor of chemistry. Chemicals and apparatus were supplied from Accum's centre not only to the Yale school but also

to William Pleck, Harvard professor, and to James Dana, of Dartmouth College. In addition to Accum's tuition in practical work, his lectures were so notable as to attract Palmerston, Lord Brougham and other V.I.P.s. Accum also worked as "chemical operator" at the Royal Institution, where he assisted Davy. Later he became chemistry professor at the Surrey Institution near Blackfriars Bridge, a post he held until his return to Germany in 1820. Accum contributed to Royal Society journals such as the *Philosophical Magazine*, proving once again his remarkable rôle as chemist.

Yet in face of all such widespread activities Accum found time to become pioneer in two fields in which his name continually appears in texts. The first was as a crusader against adulteration of drugs (later of food-stuffs). He published papers on brewing, on vinegar adulterated with vitriol, and on foods adulterated yet exposed by his expert analyses. Not surprisingly he attracted the shafts of critics and caricaturists, especially since he was somewhat of a publicist and used such subtitles as "Death in the Pot." The second field, one of even greater action, was his campaigning to foster gas lighting in London. Though he resigned later from the "G.L.C." (then the Gas, Light and Coke Company), Accum's text and practical contributions to gas manufacture seem remarkable, since it was an applied or technical field, and since Accum was so fully engaged elsewhere.

Then, in December 1820, came his fall from grace and his departure under a cloud from the London scene, where he had scored such success. Accum was accused of purloining pages from books in the Royal Institution library, when a search warrant revealed pages in his possession, and he was brought to court. The magistrate ruled, however, that only waste paper was involved, and Accum was found guilty of stealing only a pound of waste! Though he was discharged, he left London to return to his native Germany, there to be elected chemistry professor at the Gewerbe Institute in Berlin, an important chair at that time. Britain's gas industry, the Food and Drugs Act of 1860, and other fields benefited from this strange pharmacist turned successful chemist. An article, "Frederick Accum, Operative Chemist," was published in *THE CHEMIST AND DRUGGIST*, 1937, 1, 767.—M.S.

## Correspondence

Letters when received must bear the name and address of the sender, not necessarily for publication. The Editor does not hold himself responsible for the views expressed

### Notoriety

SIR,—I was very pleased that the name of my little town found its way into the *C. & D.* correspondence column (February 8, p. 120) under the heading "I like the Ike." All we are noted for here is our Tulla *Ceileidh* band and our fishing lakes. I like the *C. & D.*

M. HAYES,  
Tulla, co. Clare, Eire

### Quot Homines Tot Causae?

SIR,—My own solution, and that of a direct correspondent, to the Phenergan Largactil chloral mixture problem was the same as Mr. Russell's (*C. & D.*, March 22, p. 257) except that I diluted to 450 ml making the dose 3 x 5 ml. The latest prescription called for two tablespoonfuls at night, so I had to label 6 x 5 ml at night. At Mr. Russell's dilution, this would become 8 x 5 ml at night which, I think you will agree, is a bit much.

H. G. M. OSBORNE,  
Twickenham

[We have had other methods of approach suggested to us by correspon-

dents but hold to our belief that Mr. P. Russell's solution (making the dose volume up to 20 ml) is the most accurate interpretation of the rules as set out in ECN 706. Our view is shared by the Pharmaceutical Society's "experts." In Mr. Osborne's latest "double dose" example it is not necessary to double the dilution. Initial volume of active constituents was 14.3 ml, which doubles to 28.6 ml. It is then permissible to dilute to the nearest upward multiple of 10 ml, in this case 30 ml, as in Mr. Osborne's method.—EDITOR.]

### N.P.U. Policy

SIR,—What is an F.C.V.A., M.R.S.H., R.V.A., F.Inst.P.L.A.? What can S. V. Brown do that anyone with a bit of common sense and a three months' look round cannot do? What are his fees? There lies his answer.

C. R. PRINCE,  
Hull, Yorks

SIR,—Like your correspondent John Williams, I too abhor the trend towards further commercialism envisaged in the new N.P.U. policy statement. I

appreciate there are two sides to any question and am even prepared to listen attentively to the comments of well informed laymen on the subject. But when comments like those of Mr. S. V. Brown suggest that doctors "have lost the art of prescribing" because the vast majority of prescriptions are for "ethicals" and that the duties of a pharmacist can be "satisfactorily carried out by a person who has had pharmaceutical tuition in a night school" then, sir, I believe such comments show a complete lack of understanding of our profession on the part of that layman. Your publication of them in a pharmacy journal may be offensive to some of your readers.

PHILLIP SADLER,  
Whitechurch, Bucks

### "N.P."

SIR,—I feel that the majority of those who object to adding the name of the preparation to the other details on the label consider the problem in a theoretical way; that is, they want to be quite certain that it is desirable before putting it into practice. May I give the view of one who decided, after due consideration and discussion with doctors concerned, that it was at least desirable? Several years ago I



took the tentative step of adding an abbreviated name, such as one that omitted all the vowels. Experience revealed that that was useful, but only a partial solution. One or two doctors volunteered the information that "they had no objection to their patients knowing what had been prescribed," thus suggesting that the decision was mine. Others have gone further, as we all know, and add "N.P." to every prescription. As a pharmacist, and quite apart from opinions expressed by others outside the profession, I decided that the time had come to label preparations with their proper names, except where I had no means of knowing whether the prescriber would approve. The results have been decisive. The few cases where it may not be advisable for the patient to know the name carry little weight against the advantages. I would like to answer, briefly, Mr. G. A. Hutton's objections. The additional work is trivial, and the time to be saved is ultimately considerable. During the past three or four years I have been saved many hours of telephoning, many hours of sometimes frustrating research, many hours of discussion, because the name was there on the bottle. The object is not to save medical practitioners the inconvenience of keeping records; it is to make the supply of medicines easier, quicker, and safer for doctor, pharmacist and patient. Inquests that concern drugs are fortunately not frequent, but if a pharmacist should happen to be concerned as one who supplied medicines, he will find that he has earned

the appreciation (and respect) of coroner, doctor, police and relatives if he has named all that he supplied to the deceased. So far as addiction is concerned I honestly cannot see that the names Dexamphetamine, Drinamyl, Durophet, etc., on labels will make any real difference. The use of the term "N.P." becomes obsolete. It rests with the medical profession to decide whether, on some occasions, a patient should be kept in ignorance of what has been prescribed, and how that information should be conveyed to the pharmacist. Finally, this is a problem on which we should come to a decision as a profession. We should not wait until we are told what to do, with people like the Consumers' Association claiming some credit for having pushed us into it.

A. R. BANKS,  
Hamble, Southampton

### To Nottingham Past-students

SIR,—A retirement dinner for Dr. H. A. Turner (senior lecturer in Pharmacetics, University of Nottingham) is being held in the Portland Building of the University on Friday June 20. Past students are very welcome, and applications for tickets (price 30s. single) should be made before May 3 to the Secretary, Department of Pharmacy, University of Nottingham, NG7 2RD, enclosing remittance (made payable to University of Nottingham Pharmaceutical Society), names of guests, and a stamped addressed envelope.

JOHN PADFIELD,  
Nottingham

## £202 FOR BENEVOLENT FUND

### A second donation from Birmingham Pharmaceutical Association

A CHEQUE for £201 16s. 8d. for the Pharmaceutical Society's Benevolent Fund was presented to Mr. D. N. Sharpe (a member of Council) by Mr. G. H. Walker at the Birmingham Pharmaceutical Association's annual banquet and ball on March 12. The amount represented the final balance held by the Birmingham local committee following the British Pharmaceutical Conference meeting in 1968.

Accepting the cheque and congratulating the committee, MR. SHARPE reminded those present that the Birmingham committee had previously arranged a donation of £1,000 to the Birdsgrove House Fund. The banquet was at the Botanical Gardens, Edgbaston and MR. G. HANSLOW (chairman) proposed the loyal toast and later "The City of Birmingham." He said that the city could rightly claim to be a major workshop of the world. He was proud that it had been the host city for the British Pharmaceutical Conference, 1968, and he paid tribute to the assistance given to the local committee by the city officials. Replying, ALDERMAN H. E. TYLER, J.P., expressed regret that the Lord Mayor and Lady Mayoress were unable to be present and said it was kind of the Association to invite a deputy, for it was right and proper that the city should be represented at such an important function. He recalled that one of his youthful delights had been to see the many large coloured bottles in chemists' shops

and the "rows and rows of jars decorated with gilt scrolls." He had noted from recently published estimates prepared by the local authority officers that arrangements were now being made to prepare for the changeover to the metric system, and he had learned that pharmacists were now similarly engaged. Referring to the "new 5-ml medicine spoon" he regretted it was made in plastic—"not even made in Birmingham." DR. E. L. M. MILLAR (medical officer of health, Birmingham) recalled the history of the Pharmaceutical Society, and mentioned honoured names in pharmacy, including the Southall brothers and Philip Harris, who had opened pharmacies in Birmingham. He felt that the old remedies and stock mixtures had little effect on illness, but some of the new remedies were so powerful "that it needed a robust constitution to take them." Referring to the present Council of the Pharmaceutical Society, Dr. Millar pointed out that all holding office in the leading professions had many complicated circumstances to face and problems to solve and that those not in office owed them a great deal.

In his reply, MR. D. N. SHARPE, who was deputising for the president, emphasised how much pharmacists were at present dependent upon good co-operation from the doctors—"especially since March 3." He had been surprised how the doctors had responded, enabling the changeover to

the metric system to be effected with less difficulty than had been anticipated. MR. J. E. BALMFORD (vice-chairman, Birmingham Pharmaceutical Association) proposed "Our Guests" and MR. R. J. KIMBERLEY (chairman, Worcester and District Branch of the Society) replied.

## REGIONAL AND LOCAL CARDIFF

### Annual Dinner and Dance

MR. E. DAVIES (chairman) welcomed 150 members and guests to the annual dinner and dance of Cardiff Branch of the Pharmaceutical Society on March 12. Guests included the Deputy Lord Mayor of Cardiff; Mr. J. C. Bloomfield (a member of Council) and the Reverend L. Dowse (vicar of Llanishen). During the reception Mrs. Davies presented a bouquet to Mrs. Bloomfield.

## LEEDS

### Call for Better "P.R."

BETTER public relations, both within the profession and to the public at large, was an urgent need, declared MR. J. I. MITCHELL (Branch Press Officer) at the annual dinner of Leeds Branch of the Pharmaceutical Society recently. Proposing the toast to the Pharmaceutical Society, he said of relations between pharmacists, "the need is to get out to the disinterested and uncommitted and rouse them to action." He regretted that newspapers had not stressed strongly enough the safety angle of metrication. MR. RAYMOND DICKINSON (an assistant secretary of the Society), who responded, promised that the Society would continue to work to see that the Medicines Act was administered to the betterment of pharmaceutical practice and of the service. He pointed out that under the Medicines Act, manufacturers would have to prove the safety of their products before the products could be included in the general sale list.

## CHILTERN REGION

### Conference with a Difference

THE committee of the Chiltern Region of the Pharmaceutical Society, which embraces 3,277 pharmacists, is losing no time in formulating a plan of action. A letter has been sent out to branch secretaries giving details of proposals made at their last meeting and asking for members' views on those proposals. It was decided to hold a conference on a Sunday afternoon towards the end of October, its theme to be "Profit by Professionalism." The conference, it was emphasised, would be different from the regional conferences so far held, which had been arranged by headquarters as a means of bringing the news of Council to the members. At the October conference the process would be reversed. Each branch is being asked to produce its own ideas. The committee also decided to organise post-graduate courses on pharmaceuticals at up to four centres in the region, the initiative to come from the branches. Next committee meeting is May 11, by which time delegates should have received their briefings.



A BITTER BLIZZARD

IMPRESSIONS BY 'C&D' ARTIST

WITH SOME NOTES ON SOME OF  
THE LOCAL COMMITTEE  
FOR THE

# LEEDS

AND DISTRICT BRANCH

SITS AT THE  
ANNUAL DINNER.

12th MARCH 1969

MCMLXX  
LEEDS  
CONFERENCE

"WE DESERVE  
ALL THE  
KIND THINGS  
THEY SAY  
ABOUT LEEDS"  
THE LORD MAYOR  
OF LEEDS  
JOHN RAFFERTY, J.P.

THE SLOGAN IS  
\* LEEDS \* LEADS \*

CHAIRMAN  
OF THE BRANCH  
LES CALVERT

'LEEDS  
LEADS'

WILF FISHER  
BRANCH  
TREASURER

\* ARTIST'S  
IDEA FOR SIGN  
FOR ALL LOYAL  
LEEDSMEN

BILL HOWARTH  
TOASTMASTER  
HON. SEC. FOR  
14 YEARS

MAX  
GORDON  
A BRANCH  
PAST  
CHAIRMAN

VICE CHAIRMAN  
1970 CONF.

PUBLICITY  
PRESS  
1970 CONF.

CHAIRMAN  
1970 CONF.

"MEDICINES  
ARE NOT  
ORDINARY  
COMMODITIES  
AND SHOULD BE  
SOLD ONLY BY  
PHARMACISTS."

RAYMOND  
DICKINSON  
AN ASSISTANT SECRETARY  
OF THE SOCIETY.

JOHN  
MITCHELL  
EDITOR  
BRANCH  
NEWS-  
LETTER

GUEST  
SPEAKER  
DR. NEIL  
MONTGOMERY, DPM.

"OF OLD WHEN MEN  
BY ILLNESSES WERE TRIED  
THE DOCTORS SAVED THEM PHYSIC  
AND THEY DIED.  
BUT NOW WITH MODERN  
SCIENCE ALL THE GO.  
THE DOCTORS MAKE THEM SICK  
AND KEEP THEM SO."

LEEDS & DISTRICT BRANCH  
NEWS  
AND  
VIEWS  
MARCH DIARY

HON  
SEC  
1970 CONF.

BOB  
CROZIER  
A BRANCH  
PAST  
CHAIRMAN

ARTISTIC  
NOTE  
PHIL  
MAY  
WAS BORN  
IN  
LEEDS

NEXT MORNING  
MR. DICKINSON'S SERVICE, BEYOND  
THE CALL OF PHARMACY.

PHIL  
MAY  
WAS BORN  
IN  
LEEDS



## TRADE REPORT

The prices given are those obtained by importers or manufacturers for bulk quantities or original packages. Various charges have to be added whereby values are augmented before wholesale dealers receive the goods into stock.

LONDON, MARCH 26: A sharp rise in GINGER prices, understood to have resulted from heavy buying in New York, was a feature of the CRUDE DRUGS market during the week. Nigerian split became available at 420s. cwt on the spot while the peeled variety moved ahead from 290s. to 450s. Jamaican no. 3 was up from 500s. to 650s. cwt. QUILLAIA bark was nominally 10s. cwt higher. CAMPHOR was marked up one shilling per kg in both positions and there was also upward movement in MENTHOL prices. CINNAMON bark became available on the spot at 520s. cwt while the shipment price went ahead by 5s. DANDELION root was also 5s. cwt higher for spot and forward shipment. Among AROMATIC SEEDS, ANISE was up by 2s. 6d. cwt. Indian DILL was not quoted on the spot and the shipment price moved up by 65s. cwt.

In ESSENTIAL OILS, Ceylon CITRONELLA was up sixpence lb in both positions and there was movement in a similar direction in PEPPERMINT (Chinese and Brazilian), PETITGRAIN, ANISE and LEMONGRASS.

Among PHARMACEUTICAL CHEMICALS light MAGNESIUM CARBONATE was easier but some other salts were marked up. NARCOTINE ALKALOID and HYDROCHLORIDE and PILOCARPINE salts were down by a substantial margin. Dearer were HYOSCINE HYDROBROMIDE, up from 4,500s. to 5,200s. per kg; and TANNIC ACID by ninepence lb.

Shipments of Tinnevely SENNA from the port of Tuticorin during February were:

	U.K. tons	U.S. tons	Europe tons
SENNA			
LEAVES	2	—	31
PODS	—	—	—

### Pharmaceutical Chemicals

ACETIC ACID.—(12-ton lots in bulk per ton), B.P.C. glacial, £85; 98-100 per cent.; £78. 80 per cent. grades; technical, £68; pure, £74.

ACETYSALICYLIC ACID.—(Per kg) 1,000 kg, 9s. 2½d.; 250-kg, 10s. 0½d.

AMPHETAMINE.—BASE, 150s. per kg in 5-kg lots, SULPHATE, 120s.; DEXAMPHETAMINE, 270s. per kg for 10 kg.

AMYLOBARBITONE.—B.P.C. is 68s. 6d. per kg for less than 100-kg lots; SODIUM, 78s. 6d.

BARBITONE.—50-kg, 52s. kg; SODIUM 53s. 6d.

BENZOIC ACID.—50-kg kegs, 6s. 5d. kg. SODIUM SALT, 6s. 6d.

BORIC ACID.—B.P. grade in 1-ton and upwards (per ton); Granular, £84; crystals, £97; powder, £90 10s.; extra-fine powder, £92 10s. per ton in lined hessian bags, carriage paid in Great Britain. Less £1 per ton if supplied in paper bags. Technical from £70 to £80 10s. per ton according to type and packing.

BRUCINE.—(Per oz) SULPHATE, 10s.; ALKALOID, 12s. 6d. for 100 oz. upwards.

BUTABARBITAL.—Under 50 kg, 122s. kg.

BUTOBARBITONE.—B.P.C. 86s. per kg for less than 100-kg. lots.

CITRIC ACID.—B.P. GRANULAR (single deliveries per 1,000 kg in lined bags), 50-kg, £237; 250-kg, £232; 1,000 kg, £223. Premiums: ANHYDROUS, 10 per cent.; POWDER, £10; CRYSTALS, £10.

COCAINE.—35-oz lots HYDROCHLORIDE, 115s. per oz; ALKALOID, 126s. per oz.

CYCLOBARBITONE.—Under 25 kg, 75s. per kg. CALCIUM, 75s. per kg.

GALLIC ACID.—B.P., 12s. 6d. per lb for 1-cwt lots; 5-cwt, 12s. 3d.

HOMATROPINE.—(500-g lots, per kg): ALKALOID, 1,087s.; HYDROBROMIDE, 858s.; HYDROCHLORIDE, 1,017s.; METHYLBROMIDE, 893s.; SULPHATE, 1,052s.

HYOSCINE.—(Per kg): HYDROBROMIDE, 5,200s.

HYPOPHOSPHOROUS ACID.—B.P.C. 1959, 16s. 9d. per kg; PURE (50 per cent.), 20s. 9d.

METHADONE HYDROCHLORIDE.—Subject to D.D.A. regulations, 2s. 6d. per g for 100-g lots.

METHYLPHENOBARBITONE.—B.P.C., 78s. 3d. per kg for under 25-kg lots.

NARCOTINE.—ALKALOID and HYDROCHLORIDE, 300s. kg.

OLEIC ACID.—B.P. £171 per ton delivered.

OPIATES.—Home trade prices (per kg) (subject to D.D.A. Regulations):—

	1 kg and over		Under 1 kg	
CODEINE	s.	d.	s.	d.
ALKALOID ...	2,132	6	2,168	0
HYDROCHLORIDE ...	1,886	0	1,921	0
PHOSPHATE ...	1,639	0	1,674	6
SULPHATE ...	1,886	0	1,921	0
MORPHINE				
ACETATE ...	1,975	0	2,009	0
ALKALOID ...	2,362	0	2,397	0
HYDROCHLORIDE ...	1,956	6	1,991	6
SULPHATE ...	1,956	6	1,991	6
TARTRATE ...	2,309	0	2,344	0
ETHYLMORPHINE				
ALKALOID ...	2,432	0	2,467	6
HYDROCHLORIDE ...	2,097	6	2,132	6
DIAMORPHINE				
ALKALOID ...	2,309	0	2,344	0
HYDROCHLORIDE ...	2,115	0	2,150	0

PENTOBARBITONE.—Less than 100-kg lots; 93s. per kg for ACID and 98s. for SODIUM.

PETHIDINE HYDROCHLORIDE.—Subject to D.D.A. regulations, 5-kg lots, are at 300s. kg.

PHENOBARBITONE.—50-kg lots, 55s. 3d. per kg, SODIUM, 60s. 9d.

PHOLCODINE.—8-oz lots, 91s. 6d. per oz. (3,227s. per kg).

PHOSPHORIC ACID.—B.P. (s.g. 1.750); 10-drum lots, 156s. 10d. per cwt; 54-kg lots in bottles, 4s. 9d. per kg.

PTHALYLSULPHATHIAZOLE.—5-kg lots, 32s. 6d. per kg; 50-kg, 31s. 6d.

PHYSOSTIGMINE.—(100-g lots, per kg): SALICYLATE, 13,733s. 6d.; SULPHATE 17,574s. 6d.

PILOCARPINE.—1-kg lots, HYDROCHLORIDE, 1,379s.; NITRATE, 1,354s.

PYROGALLIC ACID.—1-cwt photographic crystals, 32s. 3d. per lb.

QUINALBARBITONE.—SODIUM and ACID are 99s. for less than 25-kg lots.

SALICYLIC ACID.—250-kg, 7s. 3d. kg.

SANTONIN.—5-kg lots, 374s. kg.

STRYCHNINE.—100-oz lots ALKALOID, 7s. per oz SULPHATE and HYDROCHLORIDE, 6s.

SUCCINIC ACID.—£149 ton in drums.

SUCCINYLSULPHATHIAZOLE.—5-kg lots, 46s. per kg; 50-kg, 45s. kg.

SULPHACETAMIDE.—50-kg lots, SODIUM, 34s. 6d. kg.

SULPHADIAZINE.—50-kg lots, 46s. 8d. kg.

SULPHADIMIDINE.—50-kg lots are 29s. per kg.

SULPHAGUANIDINE.—100-kg lots, about 19s. 6d. per kg.

SULPHAMERAZINE.—In 50-kg lots, 37s. 6d. per kg.

SULPHAMETHIZOLE.—B.P. Under 50-kg, 85s. per kg.

SULPHANILAMIDE.—50-kg lots, 13s. 1d. per kg.

SULPHAPYRIDINE.—6-kg lots, 120s. per kg.

SULPHATHIAZOLE.—100-kg, 39s. per kg; 50-kg, 40s.

TANNIC ACID.—B.P. fluffy, 11s. 3d. per lb (5-cwt lots) and powder, 11s.

TARTARIC ACID.—1,000-kg, in bags, delivered. £368 10s. Drums plus 10s.

THIOGLYCOLLIC ACID.—Basic rates per lb 97-98 per cent., 26-lb packs, 15s. 6d.; 75 per cent., 11s. 6d. AMMONIUM THIOGLYCOLLATE 40 per cent., pH 9.3 (24-lb packs), 7s.; MONOETHANOLAMINE THIOGLYCOLLATE, pH 9.9 40 per cent. 10s. 2d. All carriage paid United Kingdom and subject to purchase tax.

### Crude Drugs

BALSAMS.—(Per lb). CANADA: 33s. c.i.f. 33s. 6d. to 34s. 6d. spot; COPAIBA: 10s., c.i.f.; 10s. 6d., spot; PERU: 14s. 3d., c.i.f., 14s. 9d. spot; TOLU: B.P., 13s.-14s.; genuine as imported, 41s. 6d., c.i.f.

CAMPHOR.—B.P. powder, 43s. kg; 41s., c.i.f.

CARDAMONS.—(Per lb.). Alleppy greens, 24s. 6d., c.i.f.; prime seed, 35s. 6d., c.i.f.

CINNAMON.—Seychelles bark, 495s. cwt, c.i.f., 520s. spot. Ceylon quills per lb, c.i.f., five 0's 10s.; four 0's, 8s. 6d.; two 0's, 8s.; quillings, 4s. 10½d.

DANDELION.—Root, 525s. cwt spot ex warehouse; 500s. c.i.f. nominal.

GINGER.—(Per cwt)—Nigerian split, 420s. spot; peeled, 450s. spot, 475s. c.i.f.; Jamaican No. 3, 650s., spot.

MENTHOL.—(lb). Chinese, 33s., spot shipment, 32s., c.i.f. Brazilian, 27s.; spot, 26s., c.i.f.

NUTMEGS.—(Per lb, c.i.f.)—West Indian 80's, 6s.; 110's, 5s. 6d.; defectives, 3s. 9d., c.i.f. East Indian, 80's, 5s. 9d.; 110's, 4s. 9d., b.w.p., 3s. 1d.

QUILLAIA.—360s. cwt, spot nominal.

SEEDS.—(Per cwt).—ANISE.—China star, unselected, 250s.; Spanish green, 260s. both duty paid. CARAWAY.—Dutch, 180s., spot. CELERY.—Indian not available on spot, current crop, 450s., c.i.f.; new crop, July-August, 320s., c.i.f. CORIANDER.—Moroccan, 71s. 6d., spot; afloat, 68s., c.i.f. Rumanian split, 66s., duty paid. CUMIN.—Iranian, 200s., duty paid and 190s., c.i.f. DILL.—Indian, spot not quoted; 190s., c.i.f., Chinese, 110s., spot; 98s. 6d., c.i.f. FENNEL.—Chinese, 120s., spot; 92s. 6d., c.i.f. FENU-GREEK.—Moroccan, 70s., duty paid, 60s., c.i.f. MUSTARD.—English, 65s. to 95s. as to quality.

### Essential and Expressed Oils

ANISE.—Chinese, 15s. 6d. lb; 15s., c.i.f.

CITRONELLA.—Ceylon, 8s. 3d. per lb spot; 8s., c.i.f.; Formosan, 6s. 3d., in bond; 6s. 6d., c.i.f.; Chinese, 5s. 1d., in bond; 5s. 1½d., c.i.f.

CLOVE.—(lb) Madagascar leaf, April-May shipment, 14s., c.i.f.; spot, 13s. 9d., in bond, English-distilled bud, 66s. (1-cwt lots).

LEMON.—Sicilian, 35s. to 45s. lb spot.

LEMONGRASS.—Spot, nominal; 60s. kg, c.i.f. (April-May).

PEPPERMINT.—(Per lb) *Arvensis*: Chinese, 9s. 9d., spot, 9s. 4½d., c.i.f. Brazilian, 9s. 9d., spot, 9s. 4½d., c.i.f., American *Piperita*, 40s. to 60s., Italian, 95s.

PETITGRAIN.—Paraguay for shipment, 18s. lb, c.i.f.; spot, 19s.



## PATENTS

### COMPLETE SPECIFICATIONS ACCEPTED From the "Official Journal (Patents),"

March 19, 1969

- Bronchoscopes and other endoscopic instruments.* Genito-Urinary Mfg. Co., Ltd. 1,150,016.
- Coordination complexes of perfluoroacylamino-carboxylic acids.* Pennsalt Chemicals Corporation. 1,150,113.
- Combination hypodermic needle blocker and needle sheath.* Soloway I. 1,150,196.
- Method for producing suture opaque to x-ray.* J. Satsuma. 1,150,210.
- Method for the production of ribonucleoside-5'-phosphates.* Takeda Chemical Industries, Ltd. 1,150,241.
- Piperazine derivatives and a process for the preparation thereof.* Chinoin Gyogyszer es Vegyeszeti Termekek Gyara Rt. 1,150,245.
- Production of  $\beta$ -methylmercapto-propionaldehyde.* Sumitomo Chemical Co., Ltd. 1,150,252.
- Production of ferrous fumarate.* Astra, A.B. 1,150,253.
- Process for producing 5'-inosinic acid.* Ajinomoto Co., Inc. 1,150,260.
- Quaternary ammonium compounds.* Depaul Chemical Co., Inc. 1,150,278.
- Thickened aqueous dispersions.* Imperial Chemical Industries, Ltd. 1,150,383.
- Aspergillopeptidase for use in therapy and a process for the preparation thereof.* Astra, A.B. 1,150,293.
- Surgical treatment device for fluid treatment of wounds.* General Electric Co. 1,150,294.
- Indole-4-acetic acid compounds and methods for their production.* Parke, Davis & Co. 1,150,397.
- Process for the manufacture of benzodiaz [1,4] epine derivatives from dibenzo [b,f] [1,5] diazocines and certain dibenzo [b,f] [1,5] diazocinium salts useful therein.* Hoffmann-La Roche & Co., F. 1,150,415.
- Purifying laurolactam.* Badische Anilin- & Soda-Fabrik, A.G. 1,150,417.
- Dispenser devices.* Difco Laboratories, Inc. 1,150,440.
- Hair dyeing compositions and nitro dyes for use therein.* Clairol, Inc. 1,150,445.
- $\beta$ -Homo-steroids.* Syntex Corporation. 1,150,473.
- Antibiotic methobottromycin.* Merck & Co., Inc. 1,150,476.
- Antibiotic methobottromycin.* Merck & Co., Inc. 1,150,474.
- Derivatives of methobottromycin and amethobottromycin.* Merck & Co., Inc. 1,150,475.
- Apparatus and method for assembling hypodermic needles and barrels.* Owens-Illinois, Inc. 1,150,493.
- Dispensing apparatus.* Fisons Scientific Apparatus, Ltd. 1,150,636.
- Preparation of beta-mercaptopropionic acid.* Stamicarbon, N.V. 1,150,721.
- Preparation of azines, isohydrazones and hydrazine.* Fisons Industrial Chemicals, Ltd. 1,150,743.
- Process for the preparation of 13-alkyl-4, 8(14), 9-gonatrience-3,17-dione steroids.* Merck & Co. 1,150,768.
- Method of preparing a composition of matter for the treatment of neoplasms.* DSO "Pharmachim." 1,150,772.
- British patent specifications relating to the above will be obtainable (price 4s. 6d. each) from the Patents Office, 25 Southampton Buildings, Chancery Lane, London, W.C.2, from April 30, 1969.

## TRADE MARKS

### APPLICATIONS ADVERTISED BEFORE REGISTRATION

- "Trade Marks Journal," March 19, No. 4725
- HAPPY EVENT**, B924,856, by S. White Manufacturing Company (Proprietary), Ltd., Cape Town, Cape Province, South Africa. *For cosmetic preparations and the non-medicated toilet preparations* (3)
- BAG O'NAILS**, B927,614, by Chesebrough-Ponds, Ltd., London, N.W.10. *For artificial finger nails being toilet articles; and cosmetic and non-medicated toilet preparations for use on the nails* (3)

- KONTROL** (device), B916,944, by Jeyes Group Ltd., Barking, Essex. *For detergents (not for use in industrial or manufacturing processes); cleaning, washing and polishing preparations and substances; bleaching preparations and substances, all for laundry and domestic purposes; and soaps* (3)
- NUIT D'OR**, 928,398, by Cyclex, Ltd., London, W.1. *For perfumes, non-medicated toilet preparations, soaps, cosmetics and non-medicated preparations for the skin* (3)
- ESTODERME**, 928,918, by Estee Lauder Cosmetics, Ltd., London, W.1. *For non-medicated skin creams* (3)
- RETAN**, 923,690, by H. Trommsdorff, K.G., Aachen, Germany. *For pharmaceutical and medicinal preparations and substances, and preparations to control the alcohol content in the blood of the human body* (5)
- GILSA**, B925,043, by Farbenfabriken Bayer, A.G., Leverkusen, Germany. *For veterinary preparations and substances* (5)
- CHERISH**, B926,502, **REARGUARD**, B926,510, by Reckitt & Sons, Ltd., Hull, Yorks. *For babies' disposable napkins made principally of cellulose wadding* (5)
- SABIO**, 926,776, by Cederroth International, S.A., Geneva, Switzerland. *For medical and surgical plasters; material prepared for bandaging; surgical dressings, disinfectants; and pharmaceutical and sanitary substances* (5)
- PERFEMMA**, 927,968, by Dorothy Gray, Ltd., Eastbourne, Sussex. *For deodorants* (5)
- BIOCLAN**, B929,641, by Bioglan Laboratories, Ltd., Hertford, Herts. *For pharmaceutical and veterinary preparations and substances; infants' and invalids' foods; dietetic foods; and pharmaceutical foods* (5)
- ORIMETENE**, 929,898, by CIBA, Ltd., Basle, Switzerland. *For pharmaceutical preparations and substances for human and veterinary use* (5)

- KEMI-SPRAY**, by Carlo Erba, S.P.A., Milan, Italy. *For veterinary products for use by spraying* (5)
- HARDY AMIES**, 929,984, by Hardy Amies, Ltd., London, W.1. *For medicated preparations for the scalp and the skin, medicated bath preparations, liquid eye-washes, medicated paper, medicated pads for the eyes, breath freshening preparations, medicated oils and deodorants* (5)
- TELDANE**, 931,880, by Richardson-Merrell, Ltd., London, W.1. *For medicinal and pharmaceutical preparations* (5)
- FRARAN**, 932,335, by J. R. Geigy, A.G., Basle, Switzerland. *For preparations for killing weeds and destroying vermin; insecticides, larvicides, fungicides and pesticides* (5)
- ELIDA HEAT WAVES**, 919,897, by Unilever, Ltd., Birkenhead, Chcs. *For hand implements for use in waving the hair by the application of heat and hair cutting machines for personal use* (8)
- MOBAT DRINK-O-METER**, 920,993, by Luckey Laboratories, Inc., San Bernardino, California, U.S.A. *For apparatus for measuring the alcohol content of the human body* (9)

## BOOKS RECEIVED

Mention of a book in this column does not preclude a review at a later date.

**Herbs to Hormones.** CHARLES L. HUISKING, Pequot Press, Inc., Essex, Connecticut, U.S.A., 9 x 6 in. Pp. 163. \$5.

**Principles of Merchandising.** D. B. WRIGHT, B.A., Butterworth & Co. (Publishers), Ltd., 88 Kingsway, London, W.C.2. 8½ x 5½ in. Pp. 80. 10s. (soft back).

**Physical Working Conditions.** WINIFRED MCCALLOUGH, Gower Press, Ltd., 10 x 7½ in. Pp. 162. 60s.

## COMING EVENTS

Items for inclusion under this heading should be sent in time to reach the Editor not later than first post on Wednesday of the week of insertion.

### Monday, March 31

- BURY BRANCH, PHARMACEUTICAL SOCIETY,** Knowsley hotel, Bury, at 7.30 p.m. Annual meeting.
- PESTICIDES GROUP, SOCIETY OF CHEMICAL INDUSTRY,** School of Pharmacy, Brunswick Square, London, W.C.1, at 1.30 p.m. Symposium on "Veterinary Pesticides." Until April 2.

### Tuesday, April 1

- CARDIFF BRANCH, NATIONAL PHARMACEUTICAL UNION,** Park hotel, Park Place, Cardiff, at 8 p.m. Mr. K. B. K. Davis (assistant secretary, Joint Formulary Committee) on "Dispensing and Prescribing in the Metric System."
- NORWICH BRANCH, PHARMACEUTICAL SOCIETY,** Assembly House, Theatre Street, Norwich, at 7.30 p.m. Mr. E. R. Collishaw on "My Trip to Down Under," followed by annual meeting.
- RHYL BRANCH, PHARMACEUTICAL SOCIETY,** Postgraduate medical centre, Royal Alexandra Hospital, Rhyl, at 8 p.m. Annual meeting.
- SALISBURY BRANCH, NATIONAL PHARMACEUTICAL UNION,** Board room, Red Lion hotel, Salisbury, at 7.45 p.m. Discussion on joint meeting with Salisbury Medical Society, April 15.
- WEST SUSSEX PHARMACEUTICAL COMMITTEE,** Beach hotel, Littlehampton, at 8 p.m. Mr. C. Williams (chief constable of Sussex) on "Police in the Community."
- WOLVERHAMPTON BRANCH, PHARMACEUTICAL SOCIETY,** Castlecroft hotel, Wolverhampton, at 8 p.m. Annual meeting.

### Wednesday, April 2

- PHARMACEUTICAL SOCIETY OF GREAT BRITAIN,** School of Pharmacy, Brunswick Square, London, W.C.1, at 7 p.m. Professor Maurice-Marie Janot (president, Academy of Pharmacy, Paris) on "Recent Advances in Alkaloid Chemistry." (Hanbury Memorial Lecture).
- "FLYING FREE." Exhibition of bird photo-

graphs arranged by Kodak Ltd., Kodak House, Kingsway, London, W.C.2., in association with the Royal Society for the Protection of Birds. Until May 2. 9 a.m. to 5 p.m. Mondays to Fridays. 9 a.m. to 12.30 p.m., Saturday April 12, 19 and 26. Closed Good Friday, Easter Saturday, Sunday and Monday. Admission free.

- ISLE OF WIGHT BRANCH, PHARMACEUTICAL SOCIETY,** Postgraduate centre, St. Mary's Hospital, Newport, at 8 p.m. Annual meeting.
- NORTHUMBRIAN BRANCH, PHARMACEUTICAL SOCIETY,** Mayfair ballroom, Newcastle upon Tyne, at 7.30 p.m. Annual dinner and dance.
- READING BRANCH, PHARMACEUTICAL SOCIETY,** Great Western hotel, Reading, at 7 p.m. Annual dinner and dance.

### Thursday, April 3

- CHELTENHAM BRANCH, PHARMACEUTICAL SOCIETY,** Board room, United Chemists' Association, Ltd., at 7.45 p.m. Annual meeting.
- HOUNSLOW BRANCH, PHARMACEUTICAL SOCIETY,** Sun hotel, Hanworth Road, Hounslow, at 7.45 p.m. Annual meeting.
- HUDDERSFIELD BRANCH, PHARMACEUTICAL SOCIETY,** Spotted Cow hotel, New Hey Road, Salendine Nook, Huddersfield, at 7.45 p.m. Annual meeting.

### Advance Information

**INTERNATIONAL MEDICAL EXHIBITION,** WAS Showgrounds, Milner Park, Johannesburg, South Africa, June 22-25, 1970. Details from Overseas Exhibition Services, Ltd., 11 Manchester Square, London, W1M 5AB.

**WHOLESALE PHOTOFINISHERS' ASSOCIATION EXHIBITION,** Seymour hall, Seymour Place, London, W.1, November 25-28.

**ROYAL INSTITUTE OF CHEMISTRY,** Royal Holloway College, University of London, Englefield Green, Surrey. September 8-12. Summer school in organic vibrational spectroscopy. Fee: members £45; non-members £65. Accommodation £12 5s. Details from Royal Institute of Chemistry, 30 Russell Square, London, W.C.1.



## PRINT AND PUBLICITY

A REFORMULATED Signal tooth-paste is being launched with a money-back guarantee by its makers, Gibbs Proprietaries, Ltd., P.O. Box 1DY, Hesketh House, Portman Square, London, W.1, that the product is now "better than anyone else's toothpaste." Messrs. Gibbs say they are able to substantiate the claim with extensive laboratory and consumer research evidence. Promotional support will be through advertisements in the *Daily Mirror*, *Daily Express*, *Daily Mail*, *News of the World* and *People* from May 5. One shilling-off coupons will go to homes throughout Britain and the television campaign is the largest ever staged for the brand.

### PRESS ADVERTISING

ARONDE LABORATORIES, LTD., Sherbourne Avenue, Ryde, Isle of Wight: Aronde shampoos. In *Woman's Own*, May 31 to June 28. A special range of display material has been designed by the *Woman's Own* merchandising and promotion department, comprising window streamer, showcard and text card.

BEECHAM PRODUCTS (U.K.), Beecham House, Great West Road, Brentford, Middlesex: Phensic. Colour advertisements in leading women's magazines feature new packs designed for instant recognition by the customer.

CUTICURA LABORATORIES, LTD., Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks. Cuticura range. Continuing campaign in *Honey*, *Woman*, *Woman's Own*, *Living*, *Nineteen*, *True Story*, *True Romances* and *Woman's Story*.

MYRAM PICKER, LTD. (distributors), Hook Rise, Kingston By-pass, Surbiton, Surrey: Miners cosmetics. In *Fabulous* 208, *Mirabelle*, *Petticoat*, *Valentine*, *Honey*, *Nineteen* and *Rave*.

J. L. PERL, LTD., 8 Esterbrooke Street, London, S.W.1: Scherk face lotion. In *Sunday Times* and *Observer* women's pages.

SCOTT & BOWNE, LTD., 50 Upper Brook Street, London, W.1Y 2AE: Fenjal creme bath. In leading women's magazines, March to June.

### DISPLAY MATERIAL

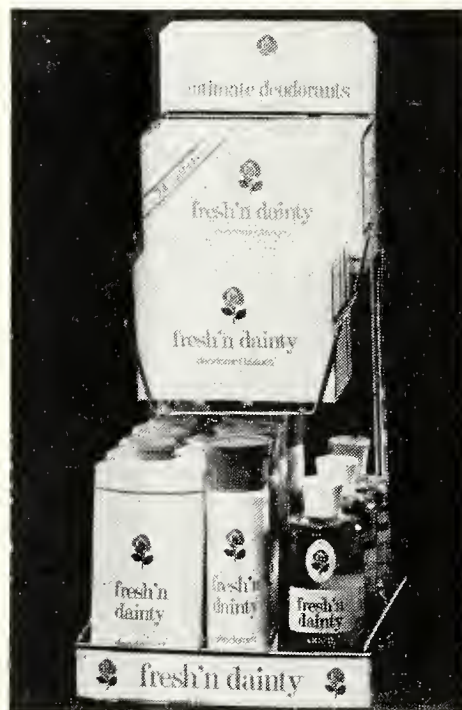
GILLETTE INDUSTRIES, LTD., Great West Road, Isleworth, Middlesex: complete range of display material for promotion of new Right Guard anti-perspirant aerosol. Includes showcards, shelf and window stickers, merchandisers and header cards.

INTEC PROPRIETARIES (U.K.), LTD., Crown House, London Road, Morden, Surrey: Counter display stand for twelve 30-g tubes of Endocil beauty treatment cream.

JACKEL & Co., LTD., Kitty Brewster Estate, Blyth, Northumberland: Packaging addition to the chicken design range only of Tommee Tippee PermaWare is a slip on "Happy Easter" ticket fixed to the outside of each carton in the range.

MAWS PHARMACY SUPPLIES, LTD., Aldersgate House, New Barnet, Herts: Point-of-sale and merchandising material for new Jantzen suntan products and 1969 Jantzen swim cap range. Includes two four-colour, free-standing display units to hold the suntan range, a wire display unit for swim caps, counter-top merchandisers and window stickers. The units are supplied with bonus parcels. Promotional support from posters displayed at major holiday resorts.

SCOTT & BOWNE, LTD., 50 Upper Brook Street, London, W.1Y 2AE: To promote sales of Skol sun tan products in the coming summer there is a colourful "umbrella" display stand and a new showcard (14 x 8 in.) with the caption "Where there's sun there's a Skol for it . . . Suits you, suits your pocket."



IN BONUS PARCEL: New display stand for showing entire Fresh 'N Dainty range of products of Gerhardt-Penick, Ltd., Thornton Laboratories, Purley Way, Croydon CR9 3BE, Surrey. The stand is available in bonus parcel from the distributors.

### PUBLICATIONS

#### Booklets and Leaflets

INTERNATIONAL CHEMICAL CO., LTD., Chenies Street, London, W.C.1: Consumer booklet, "Getting to the root of pain." Edited by a doctor, it discusses the various types of pain and advertises Anadin. Dispenser, holding two dozen booklets, is available to retailers.

SOAG PACKAGING, Transport Avenue, Great West Road, Brentford, Middlesex: "Master-packer low cost visual packaging with the Stanley 600 and 720 skin packaging machines" (4-p. brochure).

### Periodicals

HAWKSLEY & SONS, LTD., 12 Peter Road, Lancing, Sussex: First issue of a new journal, *Solutions*, is being mailed free to all those interested in membrane filtration, chromatography, electrophoresis, air monitoring and clean rooms. It will be published monthly.

## Prescribers' Press

What doctors are reading about developments in drugs and treatments

CLOMIPHENE citrate has been found by workers at the United Birmingham Hospitals to augment the action of follicle-stimulating hormone (FSH). Both clomiphene and FSH have been used for the treatment of infertility due to failure of ovulation, but they are generally used separately. The authors gave FSH followed by human chorionic gonadotrophin in increasing doses at monthly intervals, with a repeated dose plus clomiphene citrate at some arbitrary point in the schedule. Response was judged by oestriol and pregnanediol excretion. Based on results in six cases, clomiphene augmented the activity of FSH by a factor of 173 per cent. (*Lancet*, March 22, p. 587).

## CONTEMPORARY THEMES

Subjects of contributions in current medical and technical publications

MARINE PHARMACEUTICALS. *J. pharm. Sci.*, January, p. 1.

BENZOCAINE IN THROAT LOZENGES. Fractional factorial experimental design study of the incompatibility of. *J. pharm. Sci.*, January, p. 45.

ULTRA VIOLET for drugs and cosmetics. *Drug and cosm. Ind.*, February, p. 54.

CONTINUOUS STERILISATION for drugs. *Drug and cosm. Ind.*, February, p. 64.

CLOMIPHENE CITRATE AND HUMAN PITUITARY GONADOTROPHINS. Joint action of. *Lancet*, March 22, p. 587.

THYROID SUPPRESSION by triiodothyronine before and after treatment for Graves' disease. *Lancet*, March 22, p. 588.

FRUSEMIDE. Effect of on calcium excretion. *Brit. med. J.*, March 22, p. 751.

HALUCINOGENS OF PLANT ORIGIN: *Science*, January 17, p. 245.

DIPYRIDAMOLE AND ADENOSINE. Interactions of on platelet aggregation. *Nature*, March 22, p. 1162.

BOVINE MASTITIS. Dry cow therapy as a means of controlling. *Vet. Rec.*, March 22, p. 294.

A COMBINED bovine parainfluenza and adenovirus vaccine. *Vet. Rec.*, March 22, p. 299.

## COMMERCIAL TELEVISION

The information given in the table is of number of appearances and total screen time in seconds. Thus 7/105 means that the advertiser's announcement will, during the week covered, be screened seven times and for a total of 105 seconds.

Period—April 6-12

PRODUCT	London	Midland	Lancashire	Yorkshire	Scotland	Wales & West	South	North-East	Anglia	Ulster	Westward	Border	Grampian	Eireann	Channel Is.
Anadin ...	1/30	1/30	2/60	2/60	2/60	2/60	1/30	2/60	3/90	3/90	3/90	3/90	2/60	—	2/60
Askit powders ...	—	—	—	—	4/42	—	—	—	—	—	—	3/29	2/30	—	—
Cow & Gate milk foods ...	—	4/15	—	—	—	5/15	—	—	—	—	—	—	—	—	—
Dentu-creme ...	—	—	—	—	3/90	—	—	—	—	—	—	—	—	—	—
Lem-pak products ...	—	—	—	—	—	—	—	—	1/30	—	—	—	—	—	—
Poli-grip ...	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	—	2/60
Trufood baby milk ...	—	2/60	2/60	2/60	—	—	2/60	2/60	—	—	—	—	—	—	—
Wella hair beauty programme ...	2/60	2/60	—	—	—	—	1/30	—	—	—	—	—	—	—	2/60



# Pin-Up's on the up and up. Sales up again! Advertising up again!

Last year Pin-Up sales showed a healthy increase yet again. And so did Pin-Up's advertising money. In 1968, Pin-Up was the most heavily advertised home perm.

In 1969, Pin-Up will be spending even more. In big full pages. In the big women's magazines.

Why? Because half your women customers could become Pin-Up users.

Because half all women perm their hair.

Everything's going for Pin-Up. It's the only home perm with a foam neutraliser. It's quick and easy to use. Its modern pack displays well on your shelves. And there's real advertising money behind it.

Cash in now while curly styles are back. Stock up with Pin-Up today.



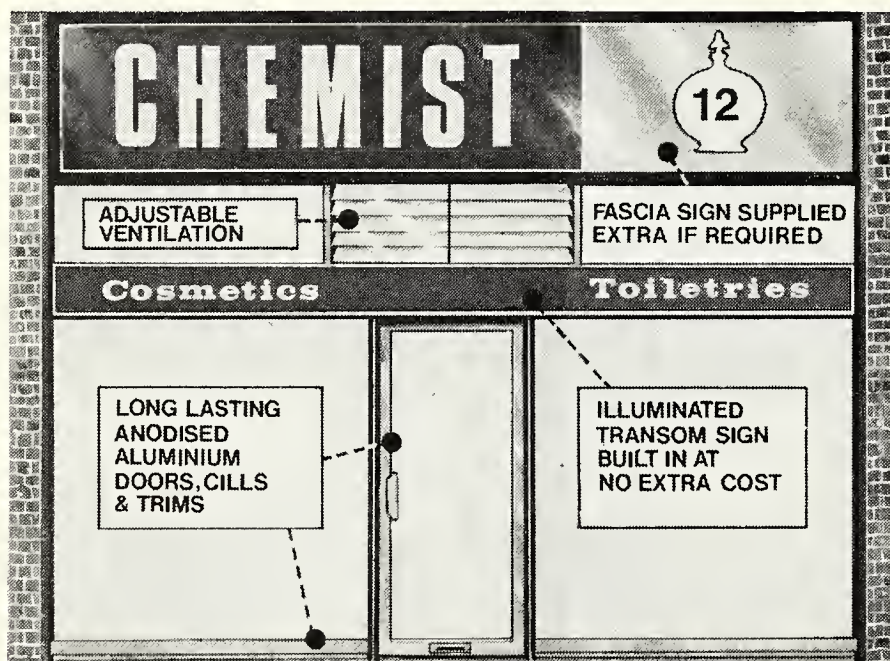
Elida Paris • Vienna • London  
Sunsilk Shampoo; Sunsilk Hair Spray; Harmony, Sea Witch,  
Melody, Wood Nymph; Pin-Up, Twink; Shine, Cream Silk.



# for chemists

# shopfronts

## factory built at low cost



This Shopfront 16ft x 9ft

for only **£431** Ex Works  
COMPLETE WITH GLASS

Would represent a cash  
investment — written off over  
5 years — of only .....

**33/-**  
WEEKLY

**LVP SHOPFITTERS**  
9 AINTREE ROAD,  
PERIVALE, MIDDLESEX.  
Tel: 01-997/9943

Name \_\_\_\_\_ CD 1  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_

**FIXED IN  
2-3 DAYS**

Delivered to site fully assembled  
Within 14 Days of order

**600  
DESIGNS**

Available from stock  
In Hardwood & Aluminium  
sections or completely fabri-  
cated in Anodised Aluminium

**TAKE 36  
MONTHS  
TO PAY**

The Ex Works price  
of this shopfront could be  
repaid over 3 years for  
less than 60/- weekly



# 1969 is your leap year.

## Atkinsons say so.

The demand for Atkinsons products is going ahead by leaps and bounds—and so will *your* profits in 1969. Atkinsons are advertising non-stop in these leading women's magazines—Vogue, Honey, Vanity Fair, Flair, She, 19 and Nova. Be ready for an exciting newcomer to the Atkinsons range too! Stock up for the rush hours now, make this year *your* leap year for profits.

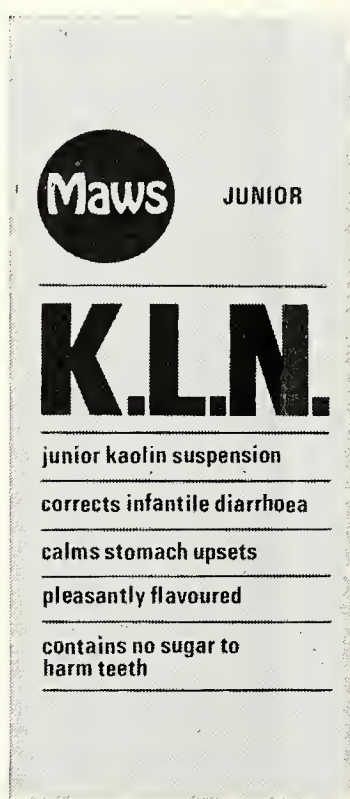
**ATKINSONS**

LINTAS ATK 9-7250-100



# You'll know when baby and mother need them.

## Recommend Maws Junior K.L.N. and Gripe Mixture



Maws Junior K.L.N. Suspension is extremely valuable for the relief of minor infantile diarrhoea and other stomach upsets. It is a pleasantly flavoured preparation of kaolin with apple pectin – completely safe to use and will quickly help to correct abnormally loose bowel action.



Maws new formula Gripe Mixture brings quick relief in minor digestive upsets, and is safe for even the very youngest child. It is particularly valuable during teething because it gives baby a comfortable sensation of warmth which helps soothe away fretfulness and aids gentle sleep.

Maws have been making fine products for babies for over a hundred years, so it's no wonder that they're the best. Mothers have come to trust and rely on Maws baby products. You can recommend them with confidence.

Made with care for baby by







## FOR THE PREVENTION OF TRAVEL SICKNESS

PARCEL	BONUS
PARCEL SL3 36 x 3/- Sea-Legs	12 invoiced as 10
PARCEL SL6 72 x 3/- Sea-Legs	12 invoiced as 9
PARCEL SL12 144 x 3/- Sea-Legs	12 invoiced as 8

All bonus orders are carriage paid.

**Order direct—  
do it today!**

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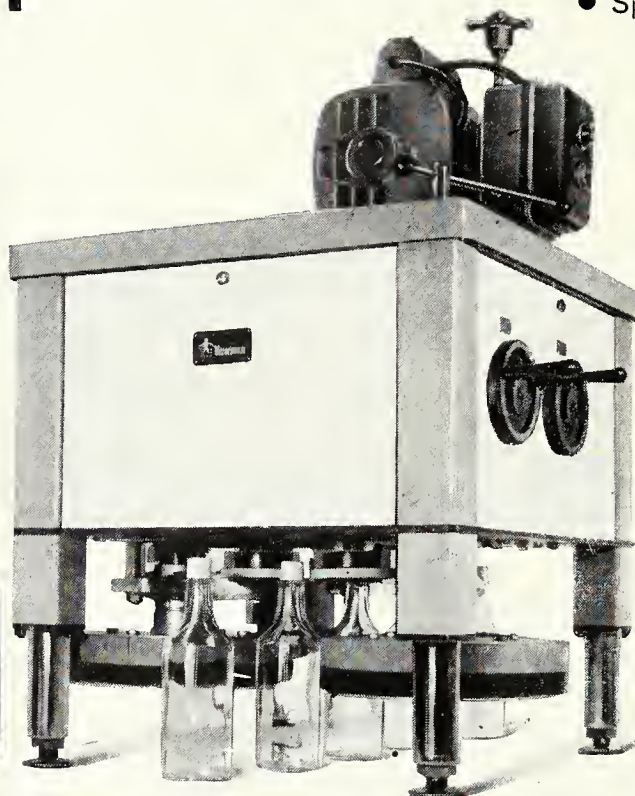


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**ILFORD & DISTRICT H.M.C.****Locum Pharmacist**

any weeks July/August/September 1969. Apply to Group Secretary, King George Hospital, Eastern Avenue, Newbury Park, Ilford, Essex.

**ROYAL FREE HOSPITAL**  
Gray's Inn Road, W.C.1.**Pharmacy Technician I**

required in the Manufacturing Section. Duties include preparation and pre-packaging of liquid preparations, ointments etc., with the possibility of spending some time on Sterile Products. Salary £560 to £820 per annum plus £90 London Weighting. 38 hour week with alternate Saturday mornings free. Apply naming two referees to the Group Chief Pharmacist.

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required from end of April 1969. Accommodation available if required. Salary £28 10s. 6d. per week. Applications naming two referees to the Group Chief Pharmacist.

**CONNAUGHT HOSPITAL**  
Orford Road, Walthamstow,  
London, E.17**Pharmacy Technician I**

required Whitley Council Conditions. Apply to Hospital Secretary.

**NORTH MIDDLESEX HOSPITAL**  
Edmonton, London, N.18**Senior Pharmacist or Pharmacist**

required in modern Pharmacy Department. Part-time appointment considered. Applications stating age, experience, qualifications and giving names of two referees to the Secretary.

**WILLESBOROUGH HOSPITAL****Pharmacy Technician I or II**

required at the Willesborough Hospital, Ashford, Kent. Whitley Council conditions of Service. Applications to the Hospital Secretary.

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**ASSISTANT PHARMACIST**

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For further particulars and form of application apply to the Clerk,

Edinburgh Executive Council,

'Drumshugh House,'

37a Drumshugh Gardens,

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with whom applications should be lodged not later than 9th April, 1969.

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Duties consist principally of the preparation of medicines and dispensing of prescriptions for out-patients and in-patients at hospitals in Colchester and surrounding area. Work will generally be carried out under supervision of a Pharmacist, but successful applicant may be required to work at times without direct supervision away from the main Pharmacy. Qualifications required is Certificate of the Society of Apothecaries, the Dispensing Certificate of the R.A.M.C. or the R.A.F., or other equivalent qualification. Salary on the scale £560 to £820 depending on age and experience. Further details from the Group Pharmacist at Essex County Hospital, and application forms from Group Secretary, St. Helena Group H.M.C., 14 Pope's Lane, Colchester.

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**EASTER ISSUE**

CLASSIFIED Copy should be received not later than 4 p.m.

**MONDAY MARCH 31** for inclusion in the issue of April 5

of the Chemist and Druggist. Copy for April 12 should

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(full or part-time or locum)

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Form of Tender and schedule of requirements may be obtained from the County Medical Officer, Department of Health and Welfare, County Offices, Aylesbury.

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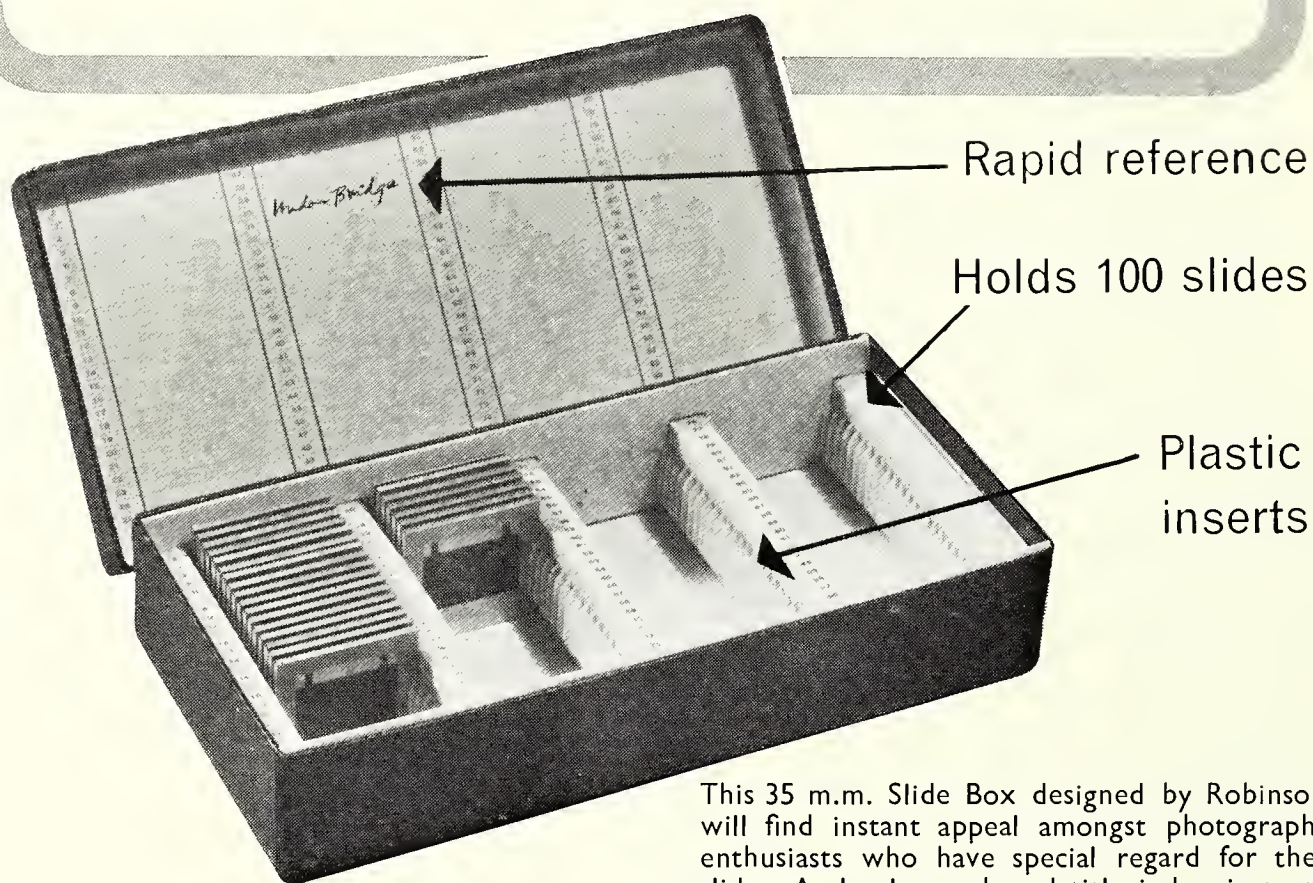
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**Guess who's got  
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on page 14?**



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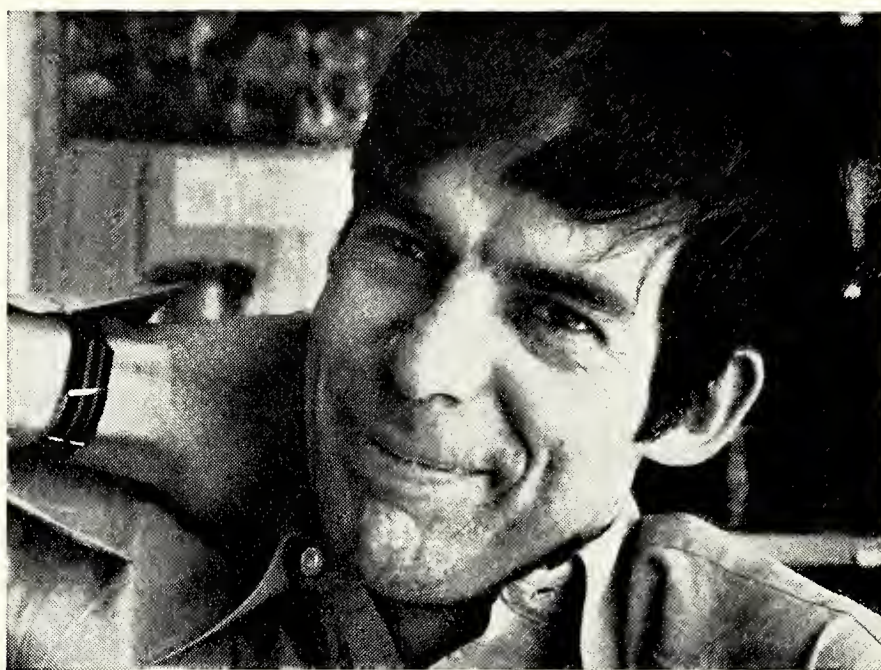
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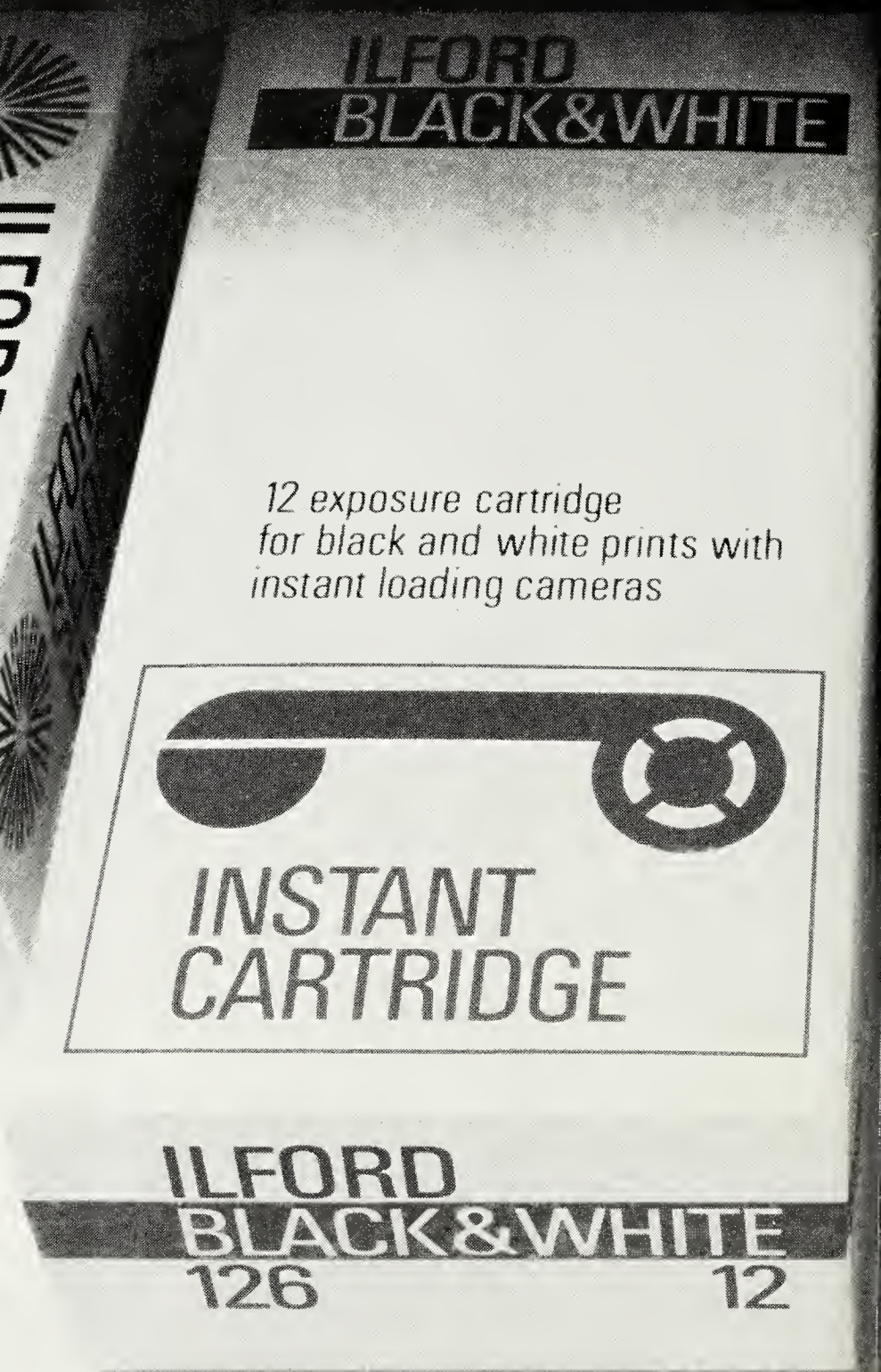
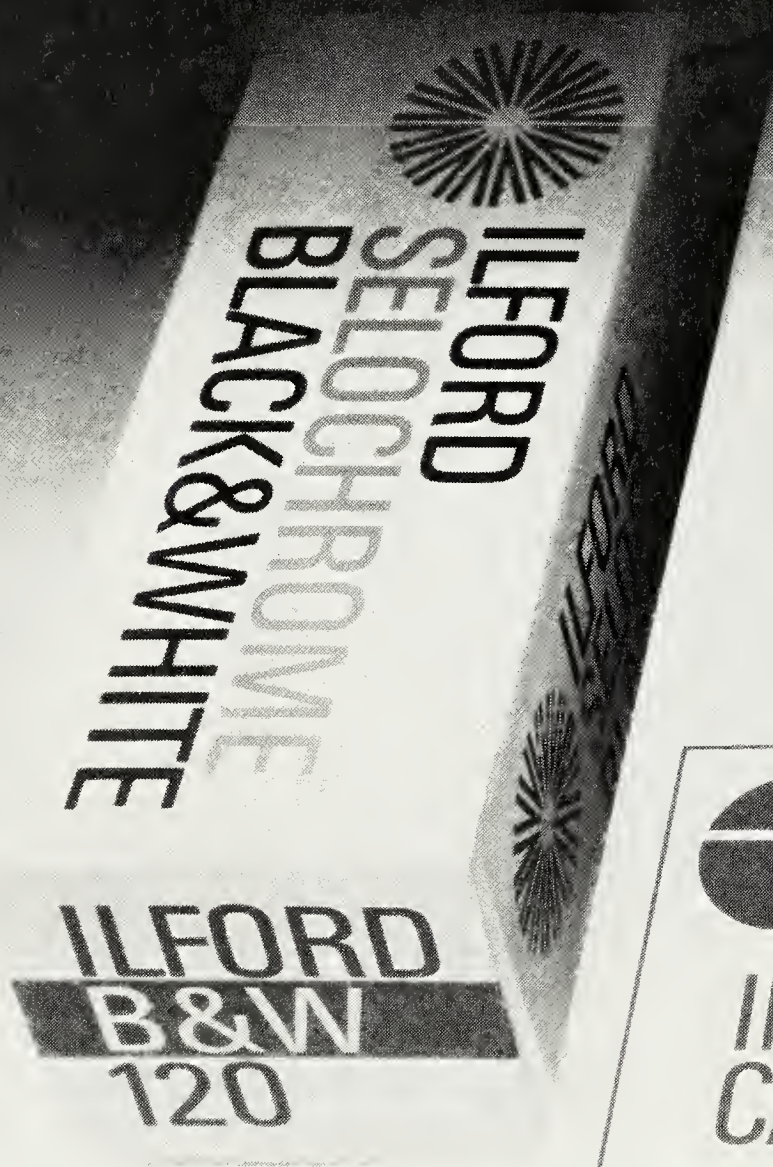


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FP4 roll is going like a bomb, and in 35mm. it's the largest seller in the market.

HP4 is among the best films of its speed that you can buy.

Pan F has the finest grain and sharpest detail of any film in its class.

And we'll back our Cartridge film, and our famous Selochrome, against all comers.

Make the best films, and you deserve to sell them.

And the people who sell them—that's you, the dealer—deserve to do well.

Take a look at our terms. They are now even more attractive than ever.

Do a little sum. Add growing throughput to better terms, and what do you get? More profit.

That's what take-over bids are all about.

It's about to happen. In fact, it's happening already.

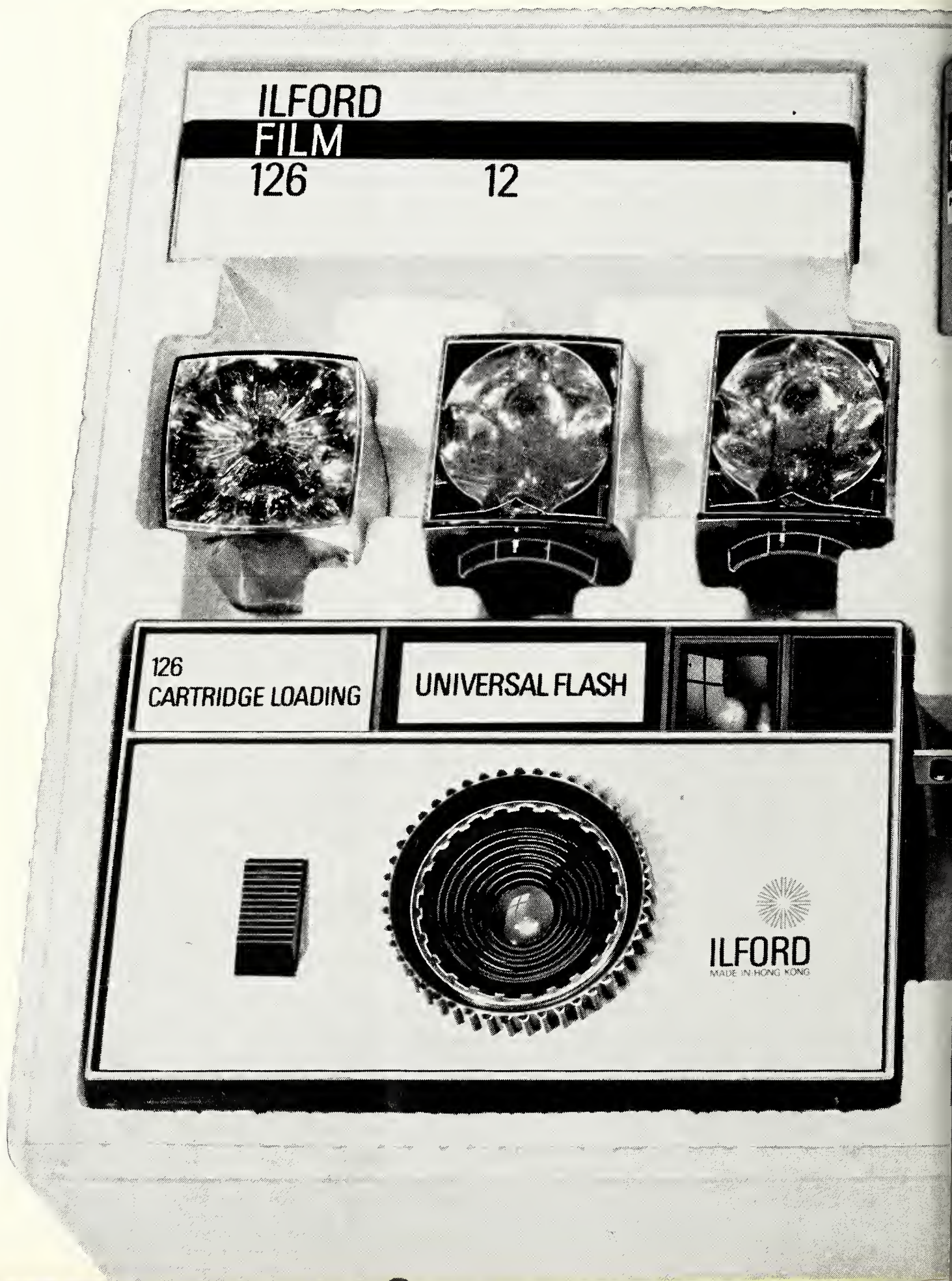
Ever wondered what increasing share-values mean? You're about to find out.



Ilford Limited. Amateur Products Division, Ilford, Essex.



# Ilford snaps into '69 w range that's still under





# h an instant-load 5 gns.

The 1969 Ilfomatic range of 3 popular, fast-moving cartridge cameras kicks off at \*54/-. The most sophisticated — the Ilfomatic Universal Flash Kit retails at under 5 gns. — not bad when you consider that the equivalent in the 'other fella's' range is about £2 dearer. They all take standard cartridge film. And there are profit packed, comprehensive flash outfits, too!



## UNIVERSAL 50C CAMERA

Sports a 2-element, optically worked lens and a 2-speed shutter with symbol setting for the weather. Built-in socket for flash cubes.

## UNIVERSAL 50C OUTFIT

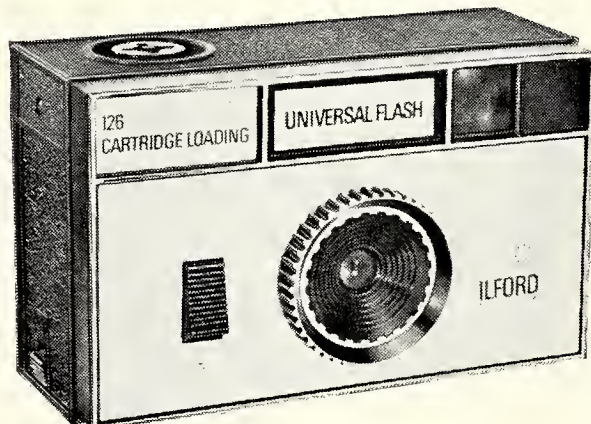
Ready for instant use. Includes camera, 2 films, 2 batteries, 2 flash cubes (for 8 shots) and wrist strap. Wonderful value — a quick seller.

## COMPACT CAMERA

Just the job for those who simply want to point and shoot. Fixed focus and speed set for all weather. Takes a flash-gun for indoor shots.

## COMPACT PACK

All that's wanted by the holiday-maker. Includes the camera with case and one film. Can be broken down for separate sale.



## UNIVERSAL FLASH CAMERA

Offers luxury convenience with its automatically rotating built-in flash cube holder. Factory set lens and shutter.

## UNIVERSAL FLASH OUTFIT

Complete with camera, wrist strap, batteries, 1 film and 3 flash cubes (12 shots). All that's wanted for indoor and outdoor pictures.

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# Equipment Tests and Reviews

## A New Service for Readers

**T**HE CHEMIST AND DRUGGIST intends in future to carry out simple and practical tests on cameras, projectors and accessories that are received for review. The tests will be essentially designed so that anyone used to handling such equipment will be able to repeat them if he wishes to do so. So far as possible, and without recourse to the kind of facilities one would expect to find in a manufacturer's research laboratory, the tests will be carefully standardised so that the performance of cameras of the same class may be reasonably compared.

### Techniques

As an example, in the testing of a camera a simple scene will be photographed with the camera set up on a firm support at a distance of about 10 ft. from the subject. That distance was chosen as corresponding approximately to a three-quarter length figure, and as being above the minimum recommended close-focusing distance for simple cameras with fixed-focus lenses. A series of exposures is made in groups according to the instruction booklet issued with the camera and the relevant indications on the lens flange or ring.

The test films are developed in a standard developer, such as would be used in a commercial processing station, so that anyone duplicating the tests will not need to search for some special-purpose solution or to make allowances for those which lead either to an increase or a decrease in the effective speed of the emulsion. From one of the negatives an eight-in wide enlargement will be made (on the assumption that a *whole-plate* size would be the biggest that the average customer would require). A two-in square section from the centre of the trial enlargement is being reproduced full size in our columns as an indication of the quality that may be expected from a typical camera-and-film combination.

In addition to such tests the physical characteristics of each camera are being tabulated in standardised form so that the basic information, including the date of review, may be card-indexed by readers for future reference. The tabulated data will have a similar format to the well established CHEMIST AND DRUGGIST feature "Guide to New Medicaments." The first selection appears on p. 19.

In carrying out any tests on equipment, and in evaluating them, the primary purpose will be the practical one of assessing whether the equipment is basically fit for its intended purpose; advanced technicalities will be avoided, so far as possible. That does not mean, however, that unsuitable components, poor assembly or finish will be excused even in the least expensive apparatus—for nothing is cheap that does not function.

A good deal of harm has already been done to the photographic retailing business by the sale of items that are little more than toys, the results from the use of which are disappointing and disheartening to the purchaser. Photography, as a hobby or leisure time activity, is then abandoned and another is sought that appears likely to be more rewarding.

### Projector Tests

For the testing of projectors a standard glass-framed slide will be used, carrying a sharply defined pattern, the image of which on the screen will be assessed at the optimum point of focus, with a bias towards the choice of the central portion of the image since, for most customers, this will (or should) contain the principal point of interest. Unless the brightness of the screen varies greatly from the centre to the edges (without a slide in the gate) it will be considered satisfactory. The temperature in the gate area will be measured with one of the well-known slide thermometers mounted in a 2 x 2 in metal enclosure, and figures will be quoted for periods of thirty seconds and one minute, as it is unusual for a transparency to remain in the gate for longer than that under normal home projection conditions.

In this instance the choice of a glass-mounted test slide has been dictated by the fact that material in card mounts may be likely to "pop" (depending often upon conditions of storage rather than on excessive heat at the gate aperture) and so give an incorrect impression of the true qualities of the lens fitted.

There are several excellent commercially available test slides (that by Ernst Leitz is an example) but a simple test slide may also be made by taking a scrap of 35-mm black film and neatly engraving across it in both horizontal and vertical directions a series of straight lines with the point

of a sharp needle and then mounting the piece of film, to ensure its future flatness, in a good framed glazed slide-holder. The scored edges of the emulsion of the film soon show up any loss of focus.

### Lens Performance

Many amateur photographers are interested in assessing the performance of their lenses. The Paterson Optical Test Target provides a simple method of checking them: the instruction booklet issued with this test chart should be carefully studied, since there are a number of snags in setting up tests of this kind. The precise instructions should be followed in detail, for deviation from them will certainly invalidate the information in the resulting images on the film, leading to confusion in evaluating the tests that have been made.

In referring to even the simplest tests of an outdoor scene it will have been noticed that a firm support was mentioned. Not all simple cameras have a tripod bush. One of the most frequent sources of blurred images is not poor lens quality but camera shake and that leads to more condemnations of equipment than any other fault.

Similarly, in considering the results of an exposure in a print or even a moderate-sized enlargement, the quality of the equipment used to produce the print must also be taken into account. This is one of the reasons why a technician looks closely at the original negative. In a recent series of tests of ordinary 'D. & P. services it was found in one instance that the quality of the enlarging lens, or its focusing in the mass-production equipment employed, produced out-of-focus areas in a small-scale enlargement, and in another instance some of the negatives examined were found to have been printed back to front, despite the fact that the "*de-luxe*" service had been paid for!

Straightforward testing does not necessarily require great skill or elaborate apparatus. It does demand, however, a good deal of common sense, considerable care at all stages, and proper assessment of the results if a true appraisal of the potentialities of the equipment under review is to be properly made. That is why such erudite terms as "lines per millimetre," "grain structure" and so on are unlikely to be found in C. & D. equipment tests.



# Photographic Faults

## — and how to avoid them

STANLEY BOWLER, F.R.P.S., F.R.S.A., D.G.Ph.

AT the present time, even at the risk of being accused of having a bias in favour of the manufacturers, it must be acknowledged that the quality of photographic equipment and materials generally is such that common faults in results are more likely to be due to the user rather than the supplier. This is, perhaps, sometimes difficult for the camera-user to face, and considerable tact is often needed to get the point across from dealer to customer.

One point that has been made on a number of occasions relates to the reluctance of the average customer to spend even the shortest amount of time in reading the instruction book or leaflet relating to the product he is about to use for the first time. The word "he" has been used deliberately in this instance, for the male of the species seems to think that he has some divine inspiration about photography, whereas a woman (having no illusions in the matter) will take time to study how a piece of apparatus functions. Having done so she may then be accused by her male companion of being stupid in spending time on such an obvious and elementary matter.

Admittedly some equipment is faulty, some sensitive materials do show unexpected defects and processing stations do not, and in fact simply cannot, turn out superb quality all of the time. Nevertheless, a large number of user faults are his, or hers, alone. How, then, can the position be rectified to everyone's advantage? One way is to be able to identify complaints that are due to manipulative faults, to point them out gently, and tactfully to suggest remedies.

### Prime Cause

At the head of the list of contributing factors, then, *not having read the instructions* is often the prime cause of most failures. Following closely upon the heels of it is the second factor, *camera shake*. It is fairly safe to say that movement of the camera during the time when the exposure is being made is at the root of more heartaches about poor lens quality than anything else. Blurred, or double, images in either a horizontal or vertical direction (depending upon the position and pressure-application point of the shutter release) can generally be traced to camera shake. The fault can be verified by making other exposures

on a still subject with recognisable detail and with the camera firmly anchored down. There is generally no need to resort to elaborate test charts and calculations of lines-per-millimetre or abstruse optical transfer function assessments.

Some time ago a popular lecturer to photographic societies had an ingenious way of proving this point about camera shake. He attached a small piece of mirror to the lens cap of a miniature camera, shone a light on to it so that the spot was reflected on to a white screen or wall and then invited members of his audience to "press the release." Most were confounded by the way in which the spot of light bounced about on the screen when the "exposure" was made.

Ten or more years ago a "twenty-fifth-at-f/8" used to be an average exposure, but it is noteworthy that shutter speeds have now been shortened to about 1/40 or even 1/80 on even the simplest of cameras. Many miniature camera users consider that 1/50 or even 1/100 is the maximum safe shutter speed for general work. The smaller the format the greater the care that is required in this respect, for subsequent essential



**EFFECT OF MOVEMENT:** Left, camera shake—not really sharp! Enlargement of part of picture discloses the reason, which is "double image" due to camera movement. Right, subject movement. Figure and railing are sharp and clear but outline of van is blurred. Shutter speed too slow to arrest movement of van which is moving across the field of view and too close to the camera.





**35-MM TEST STRIP:** The central picture is 'correctly' exposed; those to the left have had two and four times "over-exposure" and those to the right, two and four times "under-exposure". The total range is sixteen times to one. Nevertheless, by choosing the right grade of printing paper it is still possible to obtain acceptable prints from all five of the negatives in the strip.

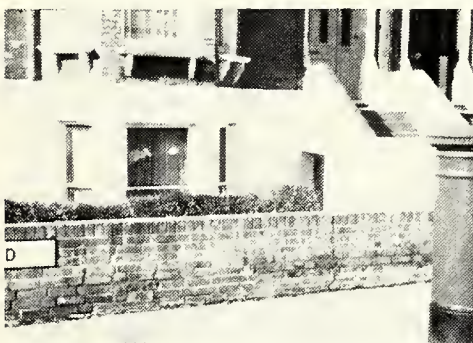
enlargement will aggravate the inherent unsharpness of any print or projected picture.

Many of the other errors that occur are due to a lack of appreciation of what is being photographed and what happens during the time during which the camera shutter is open. Unless the shutter speed is of the order of a few thousandths of a second (and even such short times as that will not "stop" a very fast-moving subject such as a bullet) movement of the camera will

latitude in exposure and modern printing processes can do a great deal to correct any errors; and (ii) more and more cameras, even in the less expensive range, are fitted with some form of automatic exposure control. Therefore it is again fairly safe to say that obvious mistakes in exposure are due to gross errors in estimating the lighting conditions before the camera in relation to the type of material being used. Although exposure-meters are sometimes offered as a "cure-all" for

gration of exposure-meters as such. Far from it, for they are extremely valuable instruments when properly handled. But they will *not* compensate for stupid use of equipment and materials. They cannot produce more accurate information than that which is fed to them; they cannot do more than measure the light reflected from, or falling upon, the scene that is to be recorded.

With film-transit and shutter-setting interlocks as a common feature on



**EXPOSURE RIGHT AND WRONG:** Prints obtained by enlarging the centre and two extreme prints on the test strip above. Left: A weak washed-out print is the result obtained from an over-exposed dense negative. Details are missing from the lightest parts. Centre: An average print from an average negative with details visible in both the brightest and the darkest parts of the picture. Right: A dark muddy print is the result obtained from a thin or weak negative due to under-exposure. Details are missing from the shadows.

produce a certain amount of blurring of the image on the film. Conversely a fast-moving object, such as a person running or a speeding motor-car, will have travelled an appreciable distance whilst the shutter of the camera is "open."

Errors in exposure are also now less frequent than hitherto because (i) present-day sensitive materials have greater

this kind of mistake, it is still somewhat surprising how many people contrive to obtain excellent results by following the simple rules in the instruction leaflet packed with every carton of film. As one well known authority used to say, "an exposure-meter is very useful for confirming one's first intelligent guesstimate."

That comment is in no way a deni-

cameras these days, double exposures are a rarity. If they occur then it may be due to a mechanical failure in the camera or to deliberate mishandling. Edge-fogging of the length of sensitive material, producing white flashes along the border of the picture, or even partial streaks across it, has also been reduced by the mass introduction of cassette instant-loading systems, both



**EFFECT OF FOCUSING:** An old and well-tried dodge—railings crossing the field of view; at left the lens was focused at five feet and distance becomes progressively less sharp (the railings are spaced at four-inch intervals so that the effective zone of sharpness can be checked. At right the camera lens was focused at 20 feet; the nearer railings are now less sharp but those farther away appear much sharper than in the comparison illustration. A pair of tests such as this will disclose lens setting errors or lack of proper adjustment.



# We've priced ourselves

You know as well as we do that it's never been difficult to sell the idea of instant photography.

But selling Polaroid cameras was a little more tricky.

Over 70% of all cameras sold in this country cost under £8.

And until now our cheapest camera was £10.19.6. Which left us outside the biggest chunk of the market.

So this year we've lowered our prices and raised our sights.

Our new Polaroid Swinger II sells for only £6.19.6. (Flash extra.)

It's neater, more attractive than the Swinger model you've been used to.

It takes Type 20 film and gives black-and-white pictures in 15 seconds.

It's backed by heavy advertising. (This year, Pete Murray takes over from Bob Monkhouse as our presenter.)

We think it could become one of your volume sellers.

We've also got high hopes for the new Polaroid Colorpack II camera.

At £19.19.0 it's half the price of any of our other colour cameras.

(Of course, it takes black-and-white pictures, too. On Type 107

pack film.)

It's lightweight, compact, with a built-in automatic flash attachment for four-shot flashcubes.

It also features electric eye exposure control and a new triplet lens.

And don't forget, it turns out beautiful colour pictures in just 60 seconds. (Type 108 film.)

How many other £20 cameras can make that claim?

To complete our new line-up for 1969, there's the Polaroid Model 3000.

It sells for £14.19.6.

The big story here is big pictures.  $3\frac{1}{4}'' \times 4\frac{1}{4}''$  fast-action black-and-white pictures in 15 seconds.

It uses the same drop-in Polaroid Type 107 pack film used in our more expensive models.

There's a built-in photometer which reads YES when the exposure is right.

There's a fast-action shutter ( $1/200$ th of a second), built-in flash and fast no-focus shooting.

All in all, we think a lot more people are going to discover instant photography this year.

And what's more important, that they can afford it.

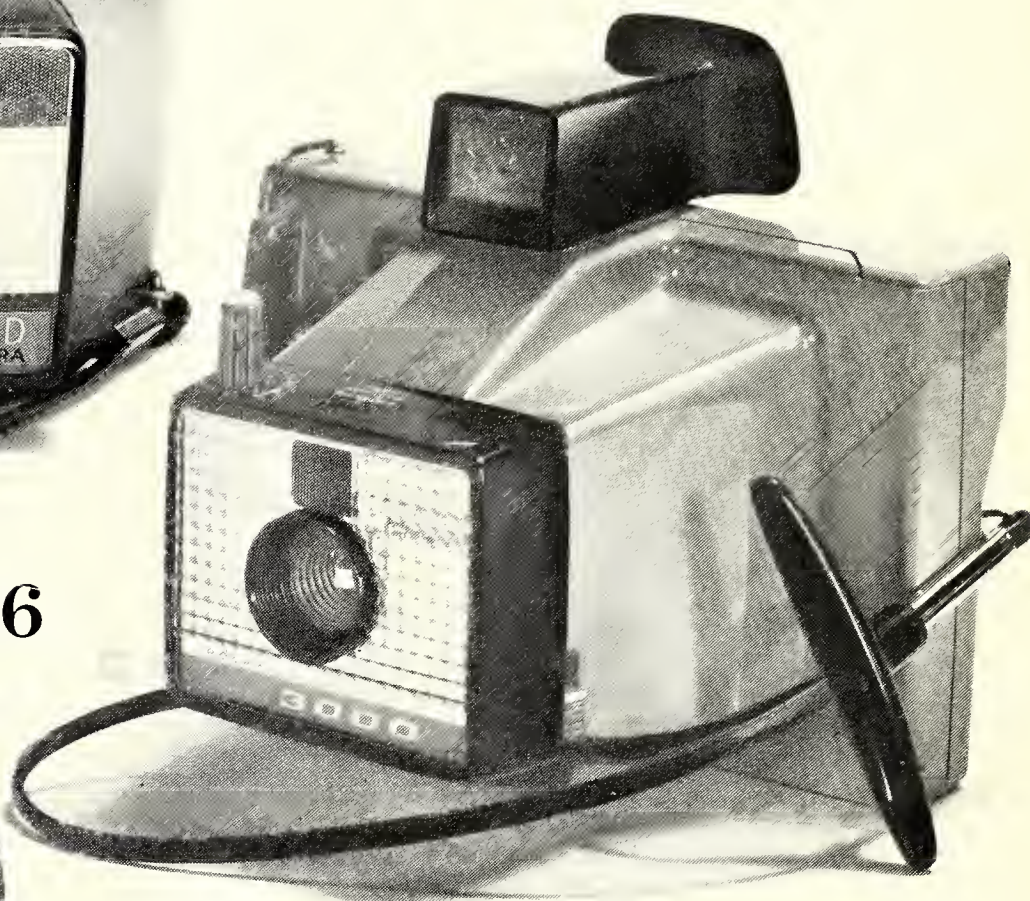
## Polaroid Cameras.



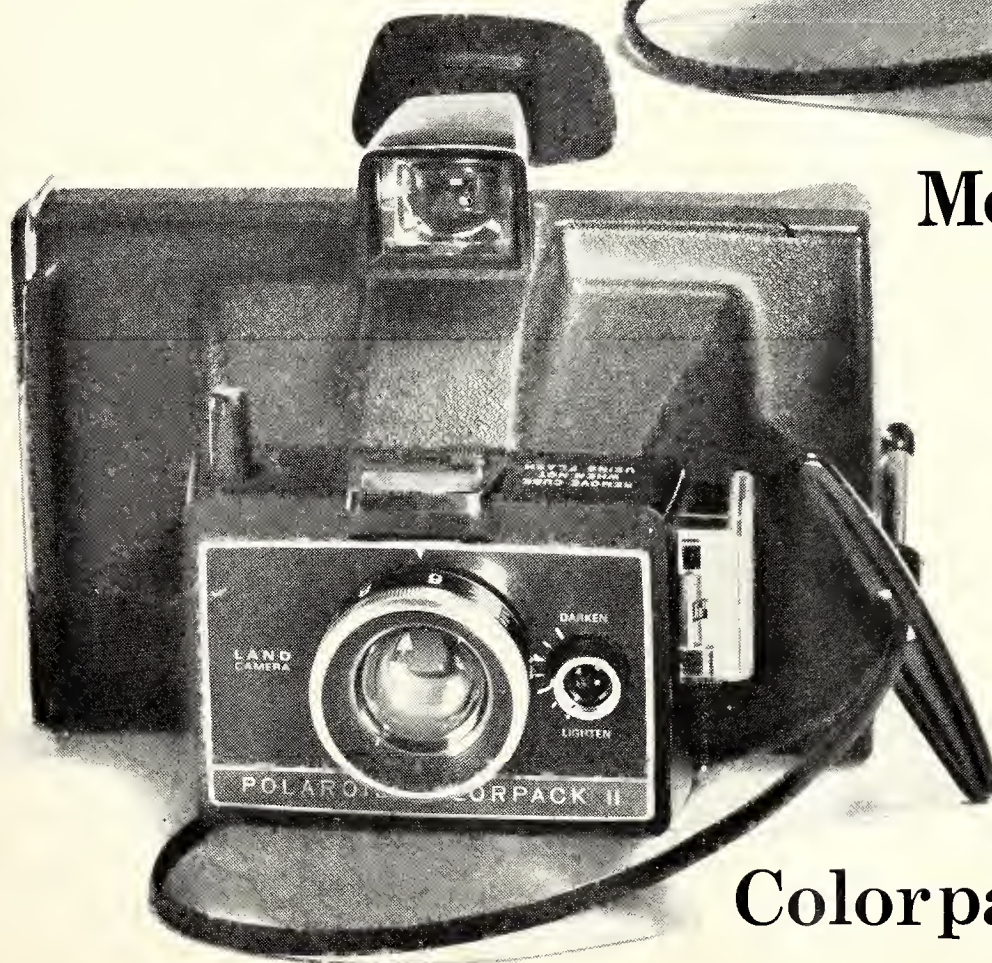
# out of our market.



**Swinger II. £6.19.6**



**Model 3000. £14.19.6**



**Colorpack II. £19.19.0**

Prices shown are suggested retail prices



# MEET THE *rootin'tootin'* HARD HITTIN' Arrow PHOTO-SALESMAN



Meet the Arrow Super Salesman. Over 30 square feet of selling space contained in a floor area of only 2' square and over 200 items of swinging, fast moving Arrow photo and cine accessories to fill it up with!

The Arrow D.12 floor stand comes to you FREE OF CHARGE with your opening order. Alternatively there is a counter stand or a wall stand. The four 'wings' revolve on a centre stem, so that the buyer can easily view all the merchandise. One wing is designed to take films or titles. If you want further details please post the coupon.

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C.D.I.





**KEEP EQUIPMENT CLEAN:** A perfectly good picture spoilt by carelessness. The black patch is from the film sealer.

in still photographic and in motion-picture cameras.

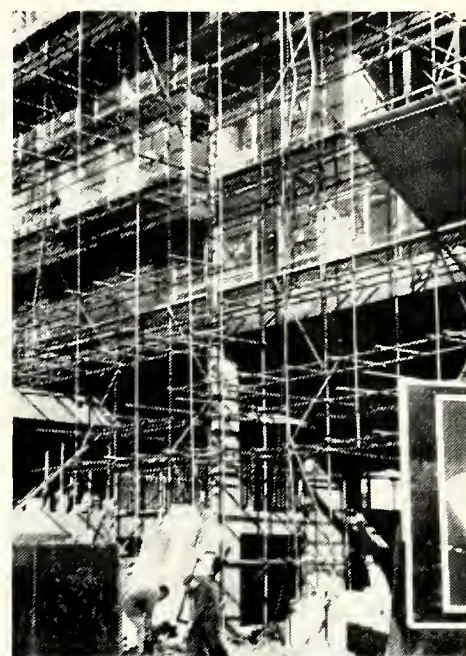
Spots and specks on the finished picture can usually be traced to a dirty camera, and it doesn't take a moment to blow gently into the camera body before loading a film to dislodge such dust. In these days sensitive materials of all kinds are produced and packed, often in sealed wrappings, under manu-

facturing conditions that are at least as good as those in a hospital operating theatre.

It is also surprising how often blank patches on one or more pictures are caused by stray pieces of torn sealing strips from film packings. If, at the end of a roll of film, the whole of the sealing strip cannot be found, then a search for it should be made, for it is surely sensible to look around in the camera body to see where it has gone. If it isn't very obvious (and if the camera has a focal-plane shutter) then it may even have become wound up in the shutter blind(s). And that brings us to the last point in connection with the handling of a camera.

### Make Sure It Works

Though many people now practice photography and cinematography all of the year round, there are many more who take out their cameras only for holidays and outings in the summer months. A camera that has been lying idle for six months or more is suspect . . . it *may* be in good working order but it is still worth while taking the small precaution of having it checked before going away on a long journey, making a large number of exposures and then, on returning, finding that the results are less good than expected or, even worse, of no use whatever. At least recommend to your customer that



**TEST YOURSELF:** A simple 'every day' test subject — the lines of the scaffolding should be straight and clear in both vertical and horizontal directions.

he should put through the camera a trial roll of film before setting off to make pictures that he may never be able to repeat. It is appreciated that in some situations the customer may think that the precaution is unnecessary, but at least give him or her the opportunity of having been warned!

## Rank enters popular photo market

**S**TATISTICS published by the Photographic Information Council classify cameras in various price brackets. The section devoted to low-priced cameras (up to £10) shows a healthy 1¼ million units sold in 1967, a high percentage of them passing through retail chemist outlets. Sixty per cent. of sales in that price bracket in the period mentioned were models taking the 126 cartridge-load film pioneered by Kodak, Ltd., with their Instamatic cameras. The attraction of a foolproof loading system, together with the compact size of the models, has had a considerable influence in converting erstwhile holiday snapshotters to a photographically more sophisticated band of customers who want their pictures in colour — and want them with the least fuss or the need for technicalities.

### Long-Term Programme

It is into this market that Rank Photographic, 11 Aintree Road, Perivale, Middlesex, have now moved with their recently introduced Rank Aldis instant-load cameras. Already well established in the higher-priced camera market with two companies distributing several brands from the Japanese

industry (Asahi, Pentax, Nikon, Mamiya, etc.) Messrs. Rank are planning a long-term programme of product development of various types of equipment under the label Rank Aldis.

### A Factor in Diversification

The label is based on the well-established Aldis line of projectors that take the lion's share of the still projector market in the United Kingdom. So far the name Rank Aldis has appeared on such diverse products as cine cameras, splicers, movie editors and lighting units, as well as on the original projectors. The introduction of the instant-load cameras to the programme is part of a deliberate plan to diversify into all sectors of the market, particularly the mass market of cameras in the under £10 bracket.

Initially two models will be available, both of them in kit form. The model 100 camera is a basic, fixed-focus, fixed-aperture 126 loading camera constructed in plastics, with metal trim. Cube flash can be used for indoor photography, the cube rotating automatically as the film is advanced.

The outfit, consisting of camera, wrist strap, a twelve-exposure Kodacolor X film, a cube flash and two

batteries for powering the flash, is packed in an attractive presentation outfit at a recommended retail price of £6 11s. 7d. The more advanced model 200 has an ingenious "go — no go" signal that glows next to the viewfinder if light conditions are too low for correct exposure. The exposure meter of this model is of the CdS type usually only found in more expensive equipment but, by featuring a visual signal — an unmistakable red light next to the viewfinder — the camera designers have avoided the technicalities of conventional metering systems and so have maintained the basic simplicity of the instant-load models. The model 200 is in other respects identical with the simpler 100 camera and is backed in the same way in an outfit consisting of camera, wrist strap, film, cube flash and batteries at a recommended retail price of £9 5s. 9d.

### Colour Scheme

The cameras are made in Hong Kong to an exclusive design laid down by Rank. The colourful display cartons designed in this country use the red-and-white colour scheme of the Rank Aldis product line, with the various components of the outfit loca-



ted in polystyrene packing. It is worth mentioning that the batteries supplied with the Rank Aldis instant-load outfits are the Mallory 2400 manganese alkaline type — leak-proof and with exceptionally long life.

Messrs. Rank have priced the two outfits to appeal to the consumer; the specification and design of the camera,

plus the accessories in the presentation box, add up to good value for money. Full-colour leaflets and point-of-sale materials are available to the retailer, while advertising during 1969 to the extent of 50 double-page spreads in national newspapers and photographic magazines is planned.

The name of Rank, together with

the familiar "Man with a Gong" trade mark, is well known to the public by association with cinemas, hotels, television sets (Rank Bush Murphy), bingo clubs, etc. Linked with the established name of Aldis, these new instant-load cameras should gain ready acceptance by the increasing number of purchasers of low-priced cameras.

## C. & D. Photographic Equipment Preview

**Agfa ISO-PAK camera.** Made in Germany and distributed in Britain by Agfa-Gevaert, Ltd., Great West Road, Brentford, Middlesex. Gift pack £4 10s. 8d. Carrying case £1 13s. 6d. extra

INSTANT-LOAD 126 cartridge film cameras are sure to increase both equipment and films sales since at least one manufacturer has already reported significant changes in the demand for cartridge as against roll-film packings. This little camera, with a body assembled mainly from black plastic mouldings and having a matt and bright metal trim to the front panel, has clean-cut modern styling and simplified controls.

The lens mount is slightly offset from the centre line and the only adjustment provided is that on the periphery of the larger of the two rims of the housing. This is a simple lever, which moves from one position to another, lining up against symbols indicating "bright sun" in one case and "bright cloud plus flash" in the other. The lever changes the shutter speed, in fact, from 1/80 down to 1/40 second.

Looking at the back of the camera the viewfinder is set at the extreme left-hand top corner and provides a bright clear image of the scene, reduced by about one-third from life-size. Set flush in the top plate and slightly left of centre is a standard shoe for a flash gun (this is of the centre-contact "hot shoe" pattern so that there is no synchronising lead), while at the extreme right-hand side is a knurled-edged flat film-transport knob about 1½ inches in diameter. This will rotate only in one direction and a third of a turn advances the film and sets the shutter and interlocks to prevent double exposures. It is positive in action and, once the shutter release has been pressed it, too, is locked until the film is wound on.

The multilingual instruction booklet is easy to follow, with three basic illustrations covering the opening of the camera, the dropping-in of the cartridge and checking the film-numbering window. Pressure on a recessed button at the right-hand side of the body releases the hinged back panel, which swings open on top and bottom pivots. At the same time there is a subsidiary hinged plate at the left-hand end of the film chamber, which partially lifts out the cartridge to make its removal simple. Four small springs in the back cover ensure that the cartridge is held securely.

The practical tests that were made with this camera show that it is capable of producing acceptable results and that it represents good value for money in this price class.



A simple test subject photographed with the Agfa Iso-Pak camera as described on p. 11. It may be compared with that on p. 20.

The presentation is in the usual Agfa-Gevaert house colours of bright red with blue lettering in a double-skin card carton having an expanded-foam-plastic inner base compartment recessed for the camera, its wrist strap and a cartridge of CNS colour film. An outer card sleeve slides over the tray carton.

**Polaroid Colorpack II Camera.** Made in the U.S.A., and distributed in Great Britain by Polaroid (U.K.), Ltd. Price £19 19s. 0d.

This is one of three new Polaroid Land cameras that are being introduced this season, the other two are (i) a new version of the Swinger, the Model II and (ii) the Polaroid Model 3000. All are in the inexpensive price range and the new Polaroid Colorpack II Land camera is rather less than half the price of this company's previously least-expensive colour camera, the Model 210.

The main part of the body is of moulded black plastic with a fine grain finish; the rectangular lens-and-shutter panel is polished black with bright-metal trim. Looking at the front face of the camera, the lockable shutter-release plunger, with a red tip, is placed at the top left-hand corner of the panel, the triplet lens in a rotating mount having the circumference boldly marked in figures from 3.5, 4, 5, 6, etc. up to 50+, is centralised. Immediately to its right is the electric eye housing with a partially-rotating rim carrying a pointer moving over the "darken-lighten" scale, while at the extreme right-hand end is the flashcube housing. This latter is of interest because it has a pivoted transparent cover which normally serves to protect the flashcube socket but when a flashcube is in use, in its upright position, acts as a shield in front of the cube.

The drive for rotating the cube is obtained by winding up a light spring by turning the inserted cube clockwise—it is clearly marked. Above the lens is a sliding bar which discloses either the white figures 3000 or the red figures 75; movement of this slider changes the lens aperture from f/62 to f/9.

The viewfinder is fairly convenient to use although the image in it is only about one-third life size. Placed slightly above centre is a red square—this is a sighting device intended to cover an average head at the usual operating distance of about 5 feet. A simple optical assembly also allows the user to see the focusing scale on the circumference of the lens mount in the bottom of the viewfinder frame. The optimum 'click' setting of 5 is also yellow in contrast to the rest of the white figures.

The shutter is automatically electronically controlled and its speed range is continuously variable from about one second to 1/600 second. In view of the slowest speed available it is surprising that there is no tripod bush—admittedly it is often possible to support a camera on occasions when there is little light, but this is not really very easy with this camera owing to its tapering shape from front to back.

The advice of the manufacturer about the instruction manual, "Please take a few minutes to read this book carefully", was duly taken. In consequence, no difficulty whatever was experienced in handling the camera, familiarising oneself with its component parts, loading the eight-exposure film-pack, and making the first and successive exposures both in daylight and with flash. Since the camera and film-pack are different from other types of camera and sensitive materials it is essential that the basic instructions are followed in detail. This isn't a case where some mysterious in-built instinctive knowledge of photography will produce results first time and every time.

For those in a hurry the first two pages show how the camera works, how an exposure is made and how the print is produced (in this case the print is processed outside the camera body) and this would be sufficient if everything is perfect. Succeeding pages describe the whole matter in much greater and well-illustrated detail; in addition, the rectification of faults is also made clear.

There are several interesting points about this camera and probably one of the least obvious is the combined wrist-sling and T-bar. Some people in the past have experienced difficulty in



pulling material in a really *straight* line from the back of a Polaroid camera—this is obviated by the fact that in the case of the Colorpak II it is almost impossible to pull at an angle if the camera is held by the single-point suspension of the T-bar in one hand with the appropriate tab on the sensitive material in the other hand. Six simple pictures make it very obvious how this should be done (instructions, pages 12 & 13).

Another simple device is called the 'Cold Clip'—this consists of a pair of fabric-hinged aluminium plates normally housed in a recess in the camera back. On one outer face there are simplified instructions about using the camera and on the other outer face about using the Cold Clip itself. In point of fact it is an ingenious *warming* device for colour processing when the temperature is low, being held against the body for a few minutes before it is required in order to bring the aluminium plates up to temperature. When this has been done the colour film to be developed is placed between the plates, again held close to the body, for the required minute or so.

The practical tests which were carried out with this camera included flash pictures of the Paterson Optical Test Target indoors, with the whole area of the patterns on it almost filling the picture at a distance of about 4 feet, as well as a similar picture outdoors in hazy wintry sunlight at a distance of about 5 feet. In the centre of the resulting pictures practically all of the finer lines, but not the finest, could be seen clearly and there was not a great deal of difference between the centre and the corners of the picture. In another test, using a standard grey typewriter at a distance of 5 feet (the recommended working distance with this camera and one most likely to be used in practice), the fine graduations and numbering on the width scale on the carriage can clearly be seen. The tests made outdoors were comparable.

The light distribution from the flash is fairly even with a slight tendency to over-exposure in the very centre of the picture . . . there is also a little pin-cushion distortion (straight lines tend to curve upwards towards the corners of the picture) but this would only be of importance if the camera were used for copying or similar work and quite immaterial as far as the intended purpose of the camera is concerned.

Apart from the reference to the lack of a tripod bush, the only other criticism refers to the flash 'on-the-camera'. This is not always the best place for it but, on the other hand, it is the place that will ensure consistent results in the hands of the unskilled user—it also simplifies the construction of the camera itself. An extension socket might be an advantage for more ambitious lighting with a subsidiary flash head.

The presentation is in a white card pack, two sides of which carry coloured spectral bands and the camera name. Loose in the bottom is a moulded expanded-plastic-foam insert into which the camera fits quite snugly. The rele-

vant literature is packed around it. Over the camera, to fill up the remaining space within the carton, goes another moulded plastic insert which holds the camera centrally within the box. There is about  $\frac{1}{4}$ — $\frac{1}{2}$  inch clearance all round the camera and the walls of the carton.

**Kodak Instamatic 33 camera. Made in Britain by, and distributed by, Kodak, Ltd. Price £3 19s. 6d. Carrying case 18s. 4d. extra. Flash-cube holder 17s. 6d. extra.**

THIS is the first of three simple and inexpensive cameras in the series, which includes the models 133 and 233, introduced late in 1968 and which promise to be good sellers in the spring of 1969. The model 33 is the only one

to be sold separately, the other two being supplied as kits.

The body is fabricated from black and light-grey plastic mouldings, having an integrally hinged back, with bright lens trim, flat bar release, twin-contact "hot shoe" (obviating the need for a separate synchronising cable), for a flash-cube holder and a single-point fixing for the fabric wrist strap. The general appearance is attractive and workmanlike.

The view-finder gives an image that is approximately two-thirds of the size of the scene before the camera, is crisp, clear and easy to use. The lens is a fixed-focus type and has a fixed aperture of f/11; its mount may be rotated through about 30° from one position

## PHOTOGRAPHIC DATA SHEETS

THE CHEMIST AND DRUGGIST Data Sheet, March 29, 1969

### AGFA ISO-PAK CAMERA

FILM SIZE: 126 cartridge instant loading

MANUFACTURER: Agfa-Gevaert AG, Camera-Werk, München

DISTRIBUTOR: Agfa-Gevaert Ltd., Brentford, Middlesex

LENS: Parator f/11 fixed aperture, fixed focus

SHUTTER: 2-speed, 1/80 and 1/40 s

FEATURES: Simplicity, easy cartridge ejection

ACCESSORIES: Carrying case; flash attachments

DIMENSIONS:  $4\frac{1}{2} \times 2\frac{7}{8} \times 2$  in (115 x 73 x 51 mm)

WEIGHT: 6 oz (187 g)

DATE OF REVIEW: March 29, 1969

RECOMMENDED RETAIL PRICE: Camera and film, gift packed £4 10s. 8d.  
Carrying case £1 13s. 6d.



THE CHEMIST AND DRUGGIST Data Sheet, March 29, 1969

### POLAROID COLORPACK II LAND CAMERA

FILM SIZE: Nominal  $3\frac{1}{4} \times 4\frac{1}{4}$  in

Actual picture area  $2\frac{7}{8} \times 3\frac{3}{4}$  in (73 x 95 mm)

MANUFACTURER: Polaroid Corporation, U.S.A.

DISTRIBUTOR: Polaroid (U.K.) Ltd.

LENS: Focusing, f/9 for Polacolor Type 75 material; f/62 for Type 107 B&W ASA 3000 film

SHUTTER: 1 to 1/600 s: continuously variable and automatically controlled

FEATURES: Inexpensive colour camera with new style handling. T-bar suspension facilitating straight withdrawal of material tabs.

ACCESSORIES: None. Built-in flash

DIMENSIONS:  $6\frac{3}{4} \times 5\frac{1}{2} \times 5\frac{1}{2}$  in (171 x 140 x 140 mm)

WEIGHT: 21 oz (653 g)

PRODUCTION: early-1969

DATE OF REVIEW: March 29, 1969

RECOMMENDED RETAIL PRICE: £19 19s.



THE CHEMIST AND DRUGGIST Data Sheet, March 29, 1969

### INSTAMATIC MODEL 33 CAMERA

FILM SIZE: 126 cartridge (instant loading)

MANUFACTURER: Kodak Ltd., Kodak House, Kingsway, London, W.C.2.

DISTRIBUTOR: As above

LENS: f/11 fixed aperture, fixed focus

SHUTTER: 2-speed; 1/80 and 1/40 s

FEATURES: Simplicity, excellent instructions

ACCESSORIES: Carrying case; flash-cube holder

DIMENSIONS:  $4\frac{1}{2} \times 2\frac{3}{4} \times 2\frac{1}{8}$  in (115 x 70 x 54 mm)

WEIGHT: 7 oz (218 g)

IN PRODUCTION: Late 1968

DATE OF REVIEW: March 29, 1969

RECOMMENDED RETAIL PRICE: Camera £3 19s. 6d. Carrying case 18s. 4d.  
Flash-cube holder 17s. 6d.





having a "bright sun" symbol, to another with an "obscured sun" plus "flash" symbol. The partial movement changes the shutter speed from 1/80 to 1/40 second, and is the only "adjustment" on this model.

Having simplified the camera and its loading, a similar operation has been performed upon the instruction booklet issued with it, and the six line diagrams are commendably clear and concise. Though there is a minimum of text (multilingual, so that obviously exports are in mind), the pictograms really tell the basic story of the way to use the camera, so that one would hope that even the veriest tyro would not be deterred from reading the instructions at least once. There would seem to be little more that any manufacturer could do to ensure good results first time!

The film transport and shutter setting are coupled and operated by a quarter-



Test subject photographed with the Kodak Instamatic model 33 camera.

turn of the knurled-edged 1½-inch diameter flat knob at the right-hand

end of the top plate of the camera. It is easy to use and a firm sweeping movement of the thumb across the back plane of the body, over which part of the circumference of the knob protrudes, is all that is necessary to advance the film from one exposure to the next. There is no tripod bush, but no bush is needed on a camera without slow speeds or "T".

Practical tests show that the camera is good value for money and will produce acceptable results under normal conditions of use.

The presentation is in a medium-weight yellow card carton, within which there is a two-part expanded-plastic-foam shrouding; the wrist sling is packed in a moulded recess on the outside of the top component inner packing.

The camera is now available in a gift carton, with a cartridge of Kodacolor-X film, priced at £4 9s. 3d.

## Directory of Colour Processing Service

THE following directory of processors is intended as a guide to services available from colour processors in the United Kingdom and Eire. It is not exhaustive. Notes giving a more detailed guide are given where information was available and appear with extended names and addresses on p. 22. Some films shown are not available in the U.K. but may be presented to chemists following a purchase abroad.

AGFACOLOR reversal	all areas	Agfa
	Eire	Lyall Smith (1)
AGFACOLOR negative	all areas	Agfa (1)
	Aberdeen	Miller
	Cambridge	Fencolor (1)
		University
	Ches	Delta, Chester
		NAP (1)
		Northern (1)
	Cornwall	Stuart, Redruth
	Devon	Stuart, Plymouth
	Dorset	Reflex, Poole
	Dundee	Brown
	East Anglia	Photokraft,
		Coggeshall (2)
		Photokraft,
		Ipswich (2)
		Photokraft,
		Wymondham (2)
		Axon (2)
	Flintshire	Rhyl (1)
	Glam	Thompson
	Glasgow	Photofinishers
	Hants	Roe
	I o W	Reflex, Ryde
	Kent	Rainey
		Russell
	Lancs	Cox (1)
		Delta, Oldham
		Delta, Liverpool
		Dowty, Blackpool
		Ormskirk (1)
		P.D.P. (1)
		United, Liverpool
		United,
		Manchester
	Lincs	Addys
	London	Butcher Curnow
		Haagman (1)
		Pharmacists
		Monkolor (1)
		Novacolor
		Para-Modern
		Photo Labs
		Roll Film
		Tudor (5)
	Midlothian	Hamilton Tait (1)
	Middlesex	Cooper

Northern Ireland	Cookstown (3)
	McInnes & Walton
Northumberland	Turners (1)
	United,
	Newcastle
	Bates & Hunt (1)
Peeblesshire	Litster (5)
Salop	West Midland
Somerset	Templecolor
	Vowles
Staffs	Walsall
Sussex	Taylor, Brighton
	Taylor,
	Eastbourne
	Taylor, Guildford
Warwick	Photique,
Westmorland	Dowty
	Windermere
Wilts	Perfex
Worcs	Coles
Yorks	Delroy Stanton (1)
	Stocks
	United, Hull
	United, Leeds
	G.A.F.
	Fencolor
all areas	
Cambridge	Addys
Lincs	Tudor Processing
London	
Yorks	Delroy Stanton
Cambridge	Fencolor
Lincs	Addys
London	Photo Labs
Middlesex	Tudor (10)
	Cooper
Warwick	Photique
Yorks	Delroy Stanton
all areas	Kodak Box 8
Aberdeen	Miller
Cambridge	Fencolor
	University
Ches	Delta
Ches	NAP
	Northern
Cornwall	Stuart, Redruth
Devon	Stuart, Plymouth
Dorset	Reflex, Poole
East Anglia	Photokraft,
	Coggeshall
	Photokraft,
	Ipswich
	Photokraft,
	Wymondham
	Axon
Glam	Thompson
Glasgow	Photo Finishers
Hants	Roe
I o W	Reflex, Ryde

Kent	Rainey
	Russell
Lancs	Cox
	Delta, Liverpool
	Delta, Oldham
	Dowty, Blackpool
	Ormskirk
	P.D.P.
	United, Liverpool
	United,
	Manchester
Lincs	Addys
	Haagman
London	Pharmacists
	Monkolor
	Novacolor (12)
	Para-Modern
	(12) (13)
	Photo Labs
	Roll Film
	Tudor (2)
Midlothian	Tait (14)
Middlesex	Cooper (12)
Northern Ireland	McInnes & Walton
Northumberland	Turners
	United,
	Newcastle
Salop	Bates & Hunt
	(12) (13)
	West Midland
Somerset	Templecolor (12)
Staffs	Walsall
Sussex	Wessex (12)
	Taylor, Brighton
	Taylor,
	Eastbourne
	Taylor, Guildford
	Vowles
Somerset	Photique
Warwick	Photique
Westmorland	Dowty,
	Windermere
Worcs	Coles
Wilts	Perfex
Yorks	Stocks (8)
	United, Hull
	United, Leeds
EKTACOLOR	all areas
	Kodak Box 8
Cambridge	Fencolor
Eire	Lyall Smith
Flintshire	Rhyl
Hants	Roe
Kent	Russell
Lancs	Cox
Lincs	Addys
London	Haagman
	Para Modern
	Photo Labs
	Tudor (10)
Middlesex	Cooper
Salop	West Midland
Warwick	Photique



FERRANIA-COLOR (negative)	Cambridge Kent Lincs London	Fencolor Russell Addys Novacolor Para-Modern Photo Labs Tudor
FERRANIA (reversal)	Middlesex Warwicks Yorks Cambridge Kent Lincs London	Cooper Photique Delroy Stanton Fencolor Rainey Addys Novacolor
GEVACOLOR negative	Yorks Cambridge Ches	Tudor Stocks Fencolor NAP
	Eire Lancs	Northern Lyall Smith Ormskirk P.D.P.
	Kent Staffs Yorks Cambridge	Russell Walsall Stocks Fencolor NAP
ILFORD Super color	Ches	Northern Lyall Smith Ormskirk P.D.P. Walsall
	Staffs	Kodak Box 14
KODACHROME (process-paid)	all areas	Kodak Box 8
KODACOLOR	Aberdeen Cambridge	Miller Fencolor University
	Ches	Delta, Chester NAP Northern
	Cornwall Devon Dorset Dundee East Anglia	Stuart, Redruth Stuart, Plymouth Reflex, Poole Brown Photokraft, Coggeshall (2)
		Photokraft, Ipswich (2) Photokraft, Wymondham (2)
	Axon (2)	Lyall Smith Rhyl Thompson Photo Finishers
	Eire Flintshire Glam Glasgow Hants I o W Kent	Roe Reflex, Ryde Rainey Russell
	Lancs	Delta, Liverpool Delta, Oldham Dowty, Blackpool Cox Ormskirk P.D.P. United, Liverpool United, Manchester
	Lincs London	Addys Haagman Pharmacists Monkolor Novacolor Para-Modern Photo Labs Butcher Curnow Roll Film Tudor (2)
	I o W Midlothian Middlesex Northern Ireland	Reflex, Ryde Tait Cooper Cookstown (2)
		McInnes & Walton
	Northumber-land	Turners
	Peeblesshire Salop	United, Newcastle Litster (9) (17) Bates & Hunt (17)
	Somerset	West Midland Templecolor (19) (21) Vowles Wessex Walsall (19)
	Staffs Sussex	Taylor, Brighton Taylor, Eastbourne Taylor, Guildford
	Westmorland	Dowty, Windermere

PERUTZ C18 35-mm Super-8  
all areas

ORWO NC16 NC17  
all areas Cambridge London

ORWO reversal  
Cambridge

### Prints and Enlargements

(from negatives)	Aberdeen Cambridge	Miller Fencolor (28) University
	Ches	Delta, Chester NAP (19) Northern (19)
	Cornwall Devon Dorset Dundee East Anglia	Stuart, Redruth Stuart, Plymouth Reflex, Poole Brown Photokraft, Coggeshall Photokraft, Ipswich Photokraft, Wymondham
	Axon	Lyall Smith Rhyl Thompson Photo Finishers
	Eire Flintshire Glam Glasgow Hants I o W Kent	Roe Reflex, Ryde Rainey (19) Russell
	Lancs	Cox Delta, Liverpool Delta, Oldham Dowty Ormskirk (19) P.D.P. (19) United, Liverpool United, Manchester
	Lincs London	Addys Butcher Curnow (18) (21) Haagman (17) Monkolor (19) Novacolor Para-Modern Photo Labs (21) Pharmacists Roll Film Tudor (4)
	Midlothian Middlesex Northern Ireland	Tait (17) (21) Cooper (17) Cookstown
		McInnes & Walton
	Northumber-land	Turners
	Peeblesshire Salop	United, Newcastle Litster (9) (17) Bates & Hunt (17)
	Somerset	West Midland Templecolor (19) (21) Vowles Wessex Walsall (19)
	Staffs Sussex	Taylor, Brighton Taylor, Eastbourne Taylor, Guildford
	Westmorland	Dowty, Windermere

### Prints from Transparencies

Aberdeen Cambridge	Miller Fencolor University NAP (19) Northern (19)
Ches	Stuart, Redruth Stuart, Plymouth Reflex, Poole Photokraft, Coggeshall Photokraft, Ipswich Photokraft, Wymondham
Cornwall Devon Dorset East Anglia	Axon Lyall Smith Rhyl Thompson Photo Finishers Reflex, Ryde Rainey Russell Cox Dowty, Blackpool Ormskirk (19) P.D.P. (19) United, Liverpool United, Manchester
Eire Flintshire Glam Glasgow I o W Kent	Butcher Curnow Haagman (28) Monkolor Novacolor (17) Para-Modern Photo Labs Tudor (6) Pharmacists Roll Film Tait (18) Cooper (17) McInnes & Walton
Lancs	Turners
London	Litster (9) (17) Bates & Hunt (15) Templecolor Vowles Wessex Walsall (19) Taylor, Brighton Taylor, Eastbourne Taylor, Guildford
Midlothian Middlesex Northern Ireland Northumber-land	Dowty, Windermere Perfex (19) Coles Delroy Stanton Stocks (17) United, Hull United, Leeds
Peeblesshire Salop Somerset	
Staffs Sussex	
Westmorland	

### Copy Negatives

(colour)	Cambridge Ches	Fencolor NAP Northern Rainey Ormskirk P.D.P. Haagman Monkolor Novacolor Photo Labs Tudor Cooper Litster (9) (17) Walsall Perfex
	Kent Lancs	
	London	
	Middlesex Peeblesshire Staffs Wilts	

### Duplicate Transparencies

Aberdeen Cambridge Ches	Miller Fencolor University NAP
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Cornwall Stuart, Redruth  
Devon Stuart, Plymouth  
Dorset Reflex, Poole  
Eire Lyall Smith  
Glam Thompson  
Glasgow Photo Finishers  
I o W Reflex, Ryde  
Kent Rainey  
Lancs Dowty, Blackpool  
United, Liverpool  
United,

Manchester  
Cox  
Ormskirk  
P.D.P.  
Stocks (11)  
London Haagman  
Pharmacists  
Roll Film  
Monkolor  
Novacolor  
Para-Modern  
Photo-Labs  
Tudor  
Cooper  
Midlothian Tait  
Northern McInnes &  
Ireland Walton  
Northumber- United, Newcastle  
land  
Somerset Vowles  
Wessex  
Templecolor (22)  
Staffs Walsall  
Sussex Taylors, Brighton  
Taylors,  
Eastbourne

Cambridge Fencolor  
Ches NAP  
Northern  
Eire Lyall Smith  
Kent Rainey (23)  
Lancs Ormskirk  
P.D.P.  
London Haagman (27)  
Monkolor  
Somerset Templecolor (24)  
Staffs Walsall  
Wilts Perfix (24)

### Transparencies from Negatives

### B & W Negatives from Colour Transparencies

## NOTES

- (1)=Official Agfacolor processing station
- (2)=48-hour service
- (3)=2 to 3 day service
- (4)=2 to 4 day service
- (5)=3 to 4 day service
- (6)=3 to 5 day service
- (7)=4 to 5 day service
- (8)=4 to 6 day service
- (9)=7 to 10 day service
- (10)=7 to 14 day service
- (11)=14 to 21 day service
- (12)=E4 process
- (13)=E2 process
- (14)=Modified processing for ab-normal speed ratings
- (15)=Up to 4 x 4 in
- (16)=Up to 5 x 7 in
- (17)=Up to 10 x 8 in
- (18)=Up to 10 x 14 in
- (19)=Up to 10 x 15 in
- (20)=Up to 10 x 10 or 10 x 15 in
- (21)=Selective enlargements made
- (22)=Reduction needed for negatives larger than 28 x 28 mm or 24 x 36 mm. Largest size accepted 2 1/4 x 3 1/4 in
- (23)=35-mm and 126
- (24)=35-mm and 126 Kodacolor only
- (25)=Subsidiary company of Kodak, Ltd.
- (26)=Member of Wholesale Photo-finishers Association
- (27)=35-mm only
- (28)=Up to 5 x 5 or 5 x 7 in
- (29)=Up to 20 x 24 in.

## Extended Names and Addresses

Addys=ADDYS (BOSTON), LTD., Bargate, Boston, Lincs.  
Agfa=AGFA-GEVAERT, LTD., Deer Park Road, London, S.W.19.  
Axon=H. A. AXON & CO., LTD., 64 East Street, Coggeshall, Essex.  
Bates & Hunt=BATES & HUNT (D. & P.) CO., Castle Street, Hadley, Welling-ton, Salop. (26)  
Brown=J. D. BROWN (EST. 1919) LTD., Box No. 80, 28 Castle Street, Dundee, DD1, 9NZ.  
Butcher Curnow=BUTCHER CURNOW & CO., LTD., Brigade House, Brigade Street, London, S.E.3.  
Cole's=COLE'S COLOUR SERVICE, LTD., King Street, Wollaston, Stourbridge, Worcs.  
Cookstown=COOKSTOWN PHOTOGRAPHIC, LTD., William Street, Cookstown, Northern Ireland.  
Cooper=T. COOPER, 35 Pinner Road, Harrow, Middlesex.  
Cox=COX & CO. (PHOTOGRAPHICS), LTD., Bradley Fold, Nelson, Lancs.  
Delroy Stanton=DELROY STANTON, 329 Hedon Road, Hull.  
Delta, Chester=DELTA PHOTO-SERVICES, LTD., Hamilton Place, Chester.  
Delta, Liverpool=DELTA OF LIVERPOOL (PHOTO-SERVICES), LTD., 17 Low Hill, Liverpool, 6.  
Delta, Oldham=DELTA PHOTO-SERVICES, LTD., Box No. 61, Grantham Street, Oldham, Lancs.  
Dowty, Blackpool=E. F. DOWTY, LTD., Atlantic Buildings, Walker Street, Blackpool, Lancs. (25)  
Dowty, Windermere=E. F. DOWTY, LTD., Albert Hall, Cross Street, Windermere, Westmorland. (25)  
Fencolor=FENCOLOR, LTD., Box No. 47, 75a Abbey Road, Cambridge.  
G.A.F.=G.A.F. PROCESSING LABORATORY, Box No. 21, Coldharbour Lane, London, S.E.5.  
Jorgensen=VITTA JORGENSEN, Nutidens Films A/S, Pjested, Denmark.  
Kodak Box 8=KODAK, LTD., Box 8, Hemel Hempstead, Herts.  
Kodak Box 14=KODAK, LTD., Box 14, Hemel Hempstead, Herts.  
Lyall Smith=LYALL SMITH LABORATORIES, LTD., 47 Terenure Road, E., Rathgar, Dublin, 6, Eire.  
Mc Innes & Walton=MC INNES & WALTON, LTD., Box No. 151, 5 Corpora-tion Square, Belfast, BR1 3AN. (25)  
Miller=MILLER BROS., HALL & CO., LTD., Esplanade Photo Labs, South Esplanade West, Aberdeen. (25)  
Monkolor=MONKOLOR (LONDON), LTD., 30 Southwell Road, London, S.E.5.  
NAP=NAPCOLOR, LTD., 22 Grey Street, Manchester, 12.  
Northern=NORTHERN ASSOCIATED PHOTOFINISHERS, LTD., Sealand Road, Chester.  
Novacolor=NOVACOLOR, LTD., Shelford Place, London, N.16. (26)  
Ormskirk=ORMSKIRK PHOTO SERVICES, Derby Street, Ormskirk, Lancs.  
Para-Modern=PARA-MODERN, LTD., 740 Forest Road, London, E.17.  
P.D.P.=P.D.P. CO. (LIVERPOOL), LTD., 12 Hackins Hey, Liverpool, 2.  
Perfix=PERFIX PHOTO SERVICE, LTD., Melksham, Wilts.  
Perutz=PERUTZ PROCESSING STATION, Box 25, Stevenage, Herts.  
Pharmacists=LONDON PHARMACISTS D. & P. SERVICE, LTD., 76 Nightingale Grove, London, S.E.13. (25)  
Photique=PHOTIQUE, 46 Potters Hill, Aston, Birmingham, 6.  
Photo Finishers=PHOTO FINISHERS (GLASGOW), LTD., Box No. 7, 1009 London Road, Glasgow, S.E. (25)  
Photokraft, Coggeshall=PHOTOKRAFT (ESSEX), LTD., 64 East Street, Cogges-hall, Essex.

Photokraft, Ipswich=PHOTOKRAFT (IPSWICH), LTD., 31 Knightsdale Road, Ipswich, Suffolk.  
Photokraft, Wymondham=PHOTOKRAFT (NORFOLK), LTD., 1 Town Green, Wymondham, Norfolk.  
Photo Labs=PHOTO LABORATORIES (LONDON), LTD., Tramway Path, London Road, Mitcham, Surrey.  
Rainey=W. RAINEY, LTD., 488 Princes Avenue, Chatham, Kent.  
Reflex, Poole=REFLEX PHOTO WORKS, LTD., 236 Ashley Road, Parkstone, Poole, Dorset. (25)  
Reflex, Ryde=REFLEX PHOTO WORKS, LTD., East Street, Ryde, Isle of Wight. (25)  
Rhyl=RHYL PHOTO FINISHERS, LTD., Bath Street, Rhyl, Flintshire. (26)  
Roe=C. & E. ROE, LTD., 26 Reading Road South, Fleet, Aldershot, Hants.  
Roll Film=ROLL FILM CO., LTD., Nursery Road, London, S.W.19. (25)  
Russell=AUSTIN RUSSELL, Colewood Industrial Estate, Whitstable, Kent. (26)  
Stocks=GEO. STOCKS & CO., LTD., Box No. 7, Meteor Works, Lower Clark Street, Scarborough, Yorks. (26)  
Stuart, Redruth=STUART PHOTO SERVICES, LTD., 40 Rose Row, Redruth, Cornwall. (25)  
Stuart, Plymouth=STUART PHOTO SERVICES, LTD., Alvington Street, Plymouth, Devon. (25)  
Tait=HAMILTON TAIT, LTD., Penicuik, Midlothian.  
Taylors, Brighton=TAYLORS D. & P. WORKS, LTD., School Road, Hove 3, Brighton BN3 5JQ. (25)  
Taylors, Eastbourne=TAYLORS D. & P. WORKS, LTD., Hampden Park, East-bourne, Sussex. (25)  
Taylors, Guildford=TAYLORS (GUILDFORD), LTD., Rodboro Buildings, Bridge Street, Guildford, Surrey. (25)  
Templecolor=TEMPLECOLOR LABORATORIES, LTD., 131 Duckmoor Road, Ashton Gate, Bristol, BS3 2BL.  
Thompson=G. & E. THOMPSON, LTD., Abergarw Road, Brynmenyn, Glam. (25)  
Tudor=TUDOR PROCESSING, LTD., 30 Oxgate Lane Factory Estate, London, N.W.2.  
Turners=TURNERS (COLORFOTO), LTD., Camera House, Pink Lane, Newcastle upon Tyne, 1.  
United, Hull=UNITED PHOTOGRAPHERS, LTD., 277 North Road, Hull, Yorks. (25)  
United, Leeds=UNITED PHOTOGRAPHERS LTD., 2 Crown Street, Leeds, 2. (25)  
United Liverpool=UNITED PHOTOGRAPHERS, LTD., Box No. 7, 72 Miles Street, Dingle, Liverpool. (25)  
United, Manchester=UNITED PHOTOGRAPHERS, LTD., 384 Chester Road, Manchester, 16. (25)  
United, Newcastle=UNITED PHOTOGRAPHERS, LTD., Peel Lane, Newcastle upon Tyne. (25)  
University=UNIVERSITY PHOTO WORKS, LTD., 36 Humberstone Road, Cambridge. (25)  
Vowles=VOWLES PHOTOFINISHERS, LTD., Silver Street, Wells, Somerset. (25)  
Walsall=WALSALL PHOTOFINISHERS, 36 Littleton Street East, Walsall, Staffs.  
Wessex=L. BUZZARD, LTD., Wessex Colour Laboratories, Cotswold Road, Bedminster, Bristol, 3. (25)  
West Midland=THE WEST MIDLAND PHOTO SERVICES, LTD., 101 Frankwell, Shrewsbury, Salop. (26)



# Training the Photographic Assistant

THE importance of correct training for the photographic assistant cannot be over-emphasised. Efficient staff on the photographic counter means.—

- a) a high standard of service to customers
- b) a personal service that will help to meet and beat the competition of mail-order houses
- c) an opportunity to develop to the full an additional facet of pharmacy's traditional business.

## Basic Principles

The basic principles for training a photographic assistant are little different from those required for training other retail staff, in that the two main aspects to be dealt with are

### SALESMANSHIP AND PRODUCT KNOWLEDGE

Since many photographic assistants have chosen their vocation, or have been selected for it, because they have a more than average interest in photography, it often results in use being made of their knowledge, however little that may in fact be, with no attempt being made to give them any training in the art of selling. Knowledge without the ability to sell can often lead to the customer's becoming bewildered with technical detail and unable to make a decision to purchase.

When considering what form the training shall take it is important to work out a programme, and any such programme should be planned to encompass both training in salesmanship and the acquiring of knowledge of photographic merchandise and processes.

Let us consider salesmanship first for, though much of the art of selling comes only with experience, the basic principles can and must be taught, and there are various ways of doing this:—

- a) On the shop floor
- b) By correspondence courses
- c) In sales courses

In considering which method to adopt, it is well to remember that nothing really replaces training *in situ* (i.e., on the shop floor) provided it is done to a plan, that time is available to allow the training to be carried out at regular intervals, and that a senior member of the staff is available who is both capable and willing to carry out the training. For this type of training the National Pharmaceutical Union staff training scheme will be found of considerable value to an employer in helping him to plan basic training in selling for his staff.

Correspondence courses used in conjunction with training *in situ* can be a

valuable method of learning the basic principles, but only if the employer takes an interest in the assistant's progress and work. Such a course, sponsored by the Photographic Dealers' Association, from whom details can be obtained, has the advantage of applying the techniques of selling to photographic products, and for this reason is of particular interest to the trainee photographic assistant.

A variety of sales courses is available, but undoubtedly those directed specifically to the photographic trade are of the greatest value. Such courses are organised from time to time by the Photographic Dealers' Association, while Kodak, Ltd., run regular courses for junior sales staff at their training school. Though the latter are, of course, slanted towards Kodak products, they include some excellent instructions on the basic principles of selling photography. Both of the above courses are relatively inexpensive, and they are well worth considering as part of any training programme the chemist may be planning for the staff of his photographic department.

## Product Knowledge

Having started the photographic assistant along the road to better salesmanship, let us now turn to the field of product knowledge, which is the more specialised side of the training.

Product knowledge in the context of photography means more than just knowledge of the equipment and films that are being sold. It also means knowledge of the processes of photography.

It must be understood that the selling of photography is not solely a question of selling equipment, chemicals or films. The customer is basically interested in the product of the equipment and materials he buys (i.e., the finished photograph), and the salesman's aim should always be to make sure that the customer gets what he wants, namely a satisfactory end-product.

This being so, then any acquiring of product knowledge must be directed to those ends. That means, in turn, not only a knowledge of the equipment and materials, but also a knowledge of the processes that contribute to the final product—the photograph. Such knowledge enables the well trained photographic assistant to sell the customer the camera most suited to his needs, which is not necessarily the most expensive. It enables him to advise the customer on how to get the best results from his equipment and how he can select the best materials for his requirements.

Selling a camera is merely the beginning. A customer, if fully satisfied with his purchase, is a potential pur-

chaser of films, processing and many extra accessories for his camera. A photographic customer is not a "one-off"—he could, if properly handled, become a customer for life.

It will be seen then that product knowledge for the photographic assistant, although a complex subject, can be broadly covered under three major headings, namely:

### EQUIPMENT CHEMISTRY PROCESSING

## Equipment

Out of the vast range and variety of equipment on the market a decision has to be made as to the extent of the knowledge a photographic assistant should be expected to acquire. There is, of course, no limit though, in the initial stage, a complete familiarity with the type of equipment the assistant might be expected to handle should be the target. Unless the assistant progresses beyond that level of knowledge, however, then he cannot expect to expand his sales.

Equipment knowledge is obviously best obtained from handling the equipment, and not from textbooks and manufacturers' leaflets. Opportunities for such contact with the actual equipment can be gained at local technical colleges, many of which hold evening and day-release classes in photography. Manufacturers of the more expensive equipment frequently organise one-day and two-day courses on their own products, and membership of the local camera club will give a trainee assistant a good general insight into a large variety of equipment.

## Chemistry

To understand the principles of photography a basic knowledge of its chemistry is essential, and much of that can probably be imparted to the assistant by the pharmacist himself. There is, in addition, a wide variety of excellent textbooks on the subject. Once again, many local camera clubs have facilities for dark-room work, which gives an excellent opportunity for practical application of the chemical processes involved in photographic courses at technical colleges.

## Processing

To be able to talk to customers about their black-and-white prints and colour work, which is the end product of all the money they have invested in equipment, it is essential for the assistant to have a thorough knowledge of the technique of processing. Much of that knowledge can again be acquired from technical college courses and local camera clubs, but there is nothing to equal "doing it yourself," and the assis-



tant should be encouraged to do his own processing and, if facilities are available, to provide a small dark room, which could well be a good investment. It should also be possible to make arrangements with a local processing firm for the assistant to visit

and spend a few hours or a day seeing the problems of mass-produced processing.

A planned programme is, as was said earlier, essential, but thought must also be given to ways and means of keeping the interest of the assistant in following

up the programme afterwards. A great help in that respect is to set a target for the assistant. The P.D.A. examination, the first part of which sets a sufficiently high standard without being too difficult or technical, gives the assistant something to aim for.

## Aids in storing material

### For Slide Storage

A 35-mm slide box to hold 100 transparencies is offered by Robinson & Sons, Ltd., Wheat Bridge Mills, Chesterfield, Derbys. Slides are held in numbered plastic inserts and an index card in the lid allows ready identification.

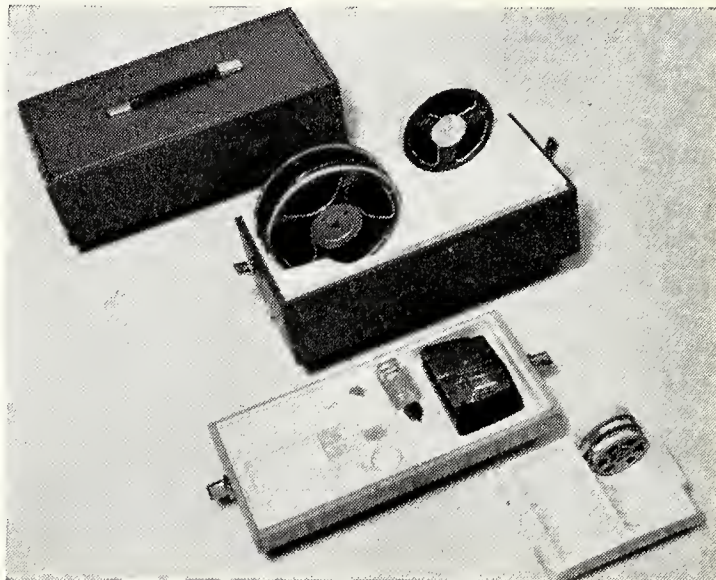
### Film Filing System

FILING units for 35-mm and 2½ in sq negatives in strips of six and four respectively are supplied by James Blackwood, Ltd., 22 Baker's Row, London, E.C.1. The storage units may be fitted into maroon pvc binders or black pvc flexible zip binders. Also available are Minidex 120 albums with cloth board cases.

### Slide and Reel Storage

THE Porter range of slide magazine cases offered by P. & J. Hall, (Newcastle), Ltd., Porter House, Newburn Bridge Road, Blaydon-on-Tyne, Co. Durham include two models for storing round magazines. Model 106 holds one such magazine for 120 slides and two oblong magazines or six oblong magazines; model 208X takes two round magazines or eight oblong magazines. The company also supply cases taking 180 and 360 slides either in fixed slots or in lift out racks for easy transfer to automatic projectors. Finish

of all cases is two-tone blue leather cloth except the boxes with fixed partitions which are in polished wood. A combination reel chest takes five cine reels of 400ft capacity and ten of 200ft capacity. It contains a tray for splicer, splicing cement or tape points, cut lengths of film and labels and a lift out tray holding sixteen 50ft reels of film. Finish is in two-tone leather - cloth. All cases have carrying handles.



Portex Reel Chest

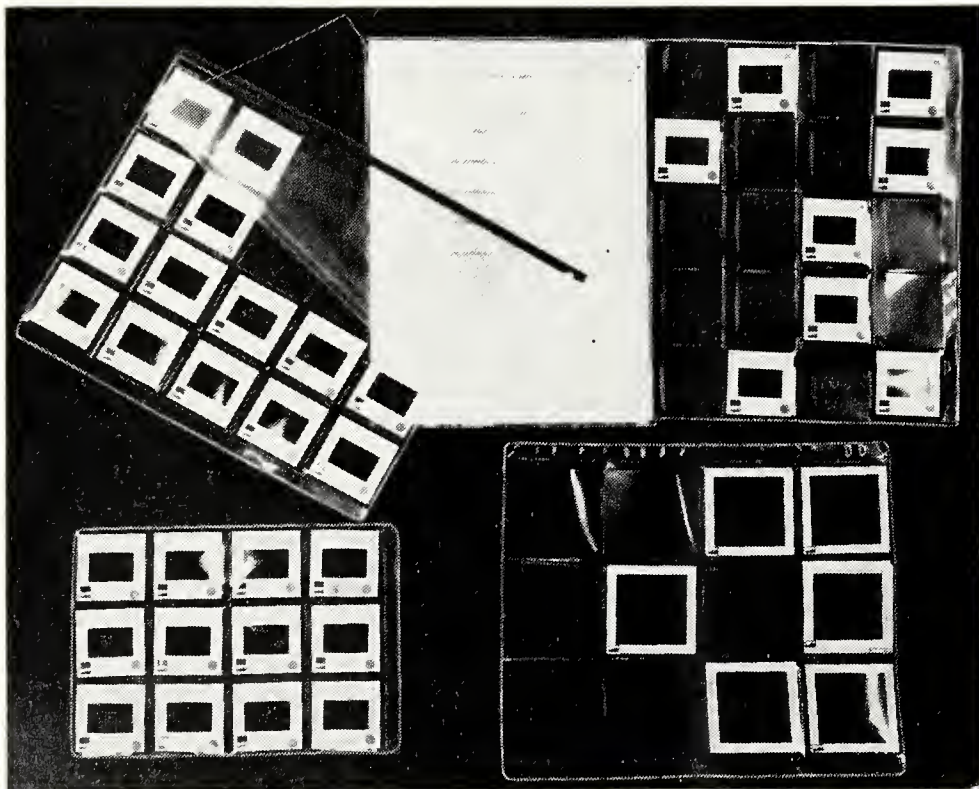
### Protection for Transparencies

LATEST product of Secol, Ltd., film protection specialists, Thetford, Norfolk, is a new protective window for 35-mm plastic or cardboard ready mounts. At a nominal cost the film is safeguarded. The product, Tects is claimed so effective that it allows the transparency to be subjected to the toughest, most careless treatment and handling, heat, etc., without damage. The protection is given by sealing each

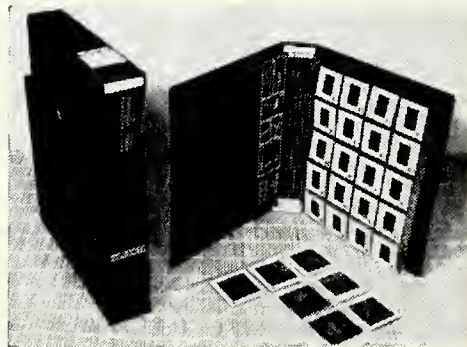
side of the transparency with a new high-resistance, perfect clarity, plastic film.

### Visible Storage System

A SYSTEM of storing transparencies that offers easy viewing and selection combined with protection from scratches and thumbprints is offered by Diana Wyllie, Ltd., 3 Park Road, Baker Street, London, N.W.1. The Viewpack system comprises a range of translucent lightweight plastic sheets with pockets for single transparencies or strips. The sheets are made in sizes to take twelve or twenty single 35-mm transparencies or with six deep pockets for uncut strips. Also available are sheets for twelve single 2½ in-sq-transparencies or for three strips of four uncut. The



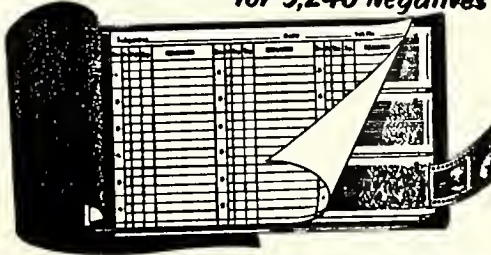
Items from the Diana Wyllie Viewpack System. Above right: albums and slip case.



frosted flap can be provided with a pocket if desired. Both it and the 12 x 2½ in sq. sheet may be used in a suspension filing cabinet; stove-enamelled rods for that purpose are available from the company. The sheets are flexible and may be folded for carrying in the pocket. Albums and a slip case for convenient shelf storage, are also available.



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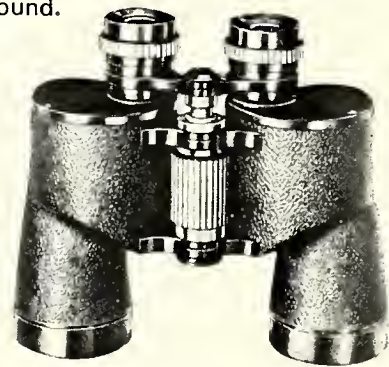


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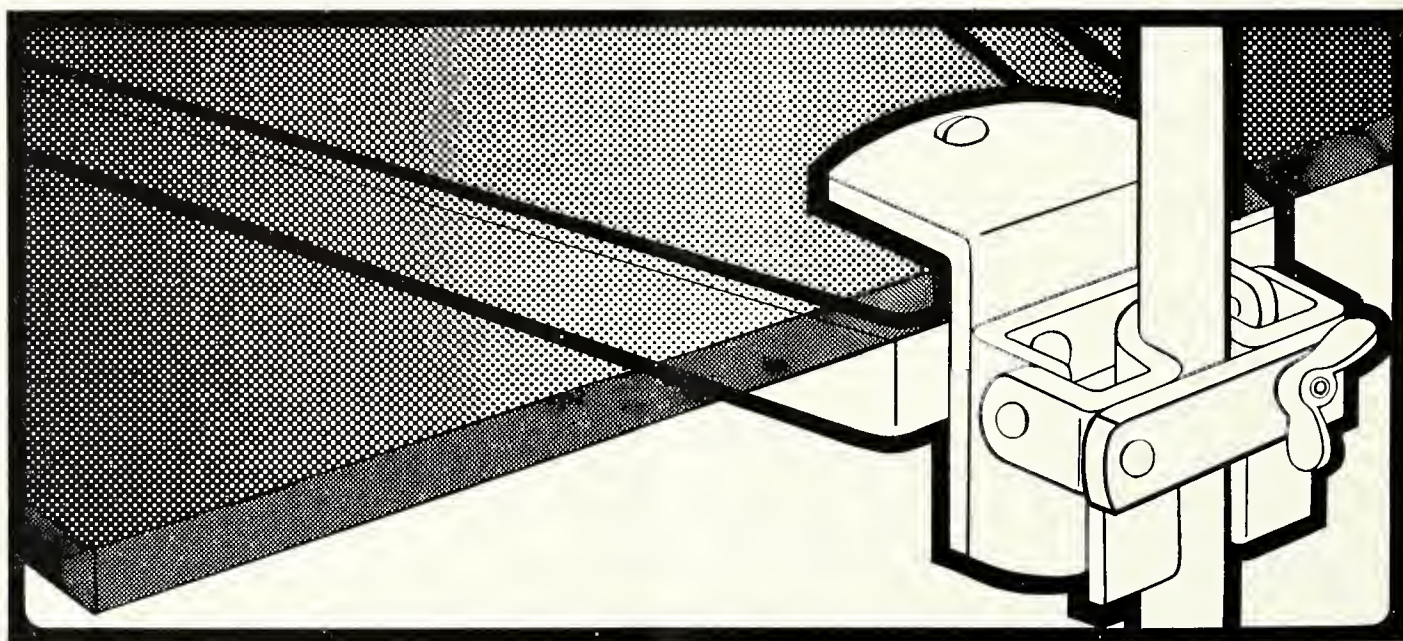
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## Widening Scope

Formed in 1923, the company had its headquarters in Holborn, London, until 1952. From there they moved to Clerkenwell, but after a few years, having become aware of the potential for expansion in camera repairing, began looking for bigger premises, and in January 1962 moved to a large new building on the industrial estate at Bletchley, Bucks. They were pleased to find that they could have all the space they required and settled for a 12,000 sq. ft. rented site. Little realising at the time how many dealers up and down the country would welcome their services and how wide their scope would become.

First concern was to increase the intake of work and the work force to contend with it. Managing director, Mr. F. Norman decided that the best way to increase business was to set up a collection and delivery service to speed up the service dealers could offer.

Collecting and delivery has now been extended to cover two-thirds of England and recently the company has moved into both Scotland and Wales. That has made it necessary to establish subsidiary centres in various parts of the country and branch offices have now been set up in Portsmouth, Birmingham, Leicester and Edinburgh and representatives are now also situated in Cardiff and Leeds. The total working force has now reached 150 and is still growing to keep up with all the demands made upon the various centres. All centres have highly trained staff to deal with the enormous variety of equipment and gear received for repair. Each one has a manager on whom the various representatives can call for information whether technical or administrative and from whom they can obtain the latest data on the spares situation or for preparing routes for new clients. The centres are always willing to go out and discuss personally problems concerning repairs or to check by personal contact what any client requires. The most established delivery routes are worked on a weekly schedule arrangement that is found to suit most clients.

## Collection by Photofinishers

The company have an arrangement with a number of wholesale photofinishers who collect equipment from their own dealers in the course of their daily rounds and send it on to the local centre, either to be dealt with there or sent on again for attention at Bletchley. Most estimates are prepared at Bletchley. The reason being that most of the work requiring estimates is

optical and calls for specialised technical equipment and technicians. At Bletchley, too, there is more storage space so that a larger number of spares can be carried. Owing to the large amount of dismantling work that has to be done before work on a lens can be started, lens prices are assessed on the number of surfaces to be worked. Messrs. Bowens consider it essential that they give their clients an estimate before starting such work. All lens repairs are dealt with at Bletchley.

## Easy Reference

Flashguns and tape-recorders are dealt with in the same way, but says Mr. Norman, it should be borne in mind that there may well be delays with such items if spares are required as they are not easily obtainable.

A multi-copy paperwork system is used and the customer receives an apparatus receipt copy for all goods booked in. If these are filed on receipt it is a simple matter to refer to the control number printed on each copy should it be necessary to inquire about a repair, be it an estimate or a straightforward repair. Cards are sent with estimates for the use of clients when accepting or refusing the repair.

Main aim says Mr. Norman is to give service on all equipment. The company have always employed keen representatives with a good knowledge of photographic equipment so they can assess the problems as they arise. "Their confidence that we do the right job for our dealers' clients is part of the Bowens C.R.S. service, we are striving to attain and perpetuate."





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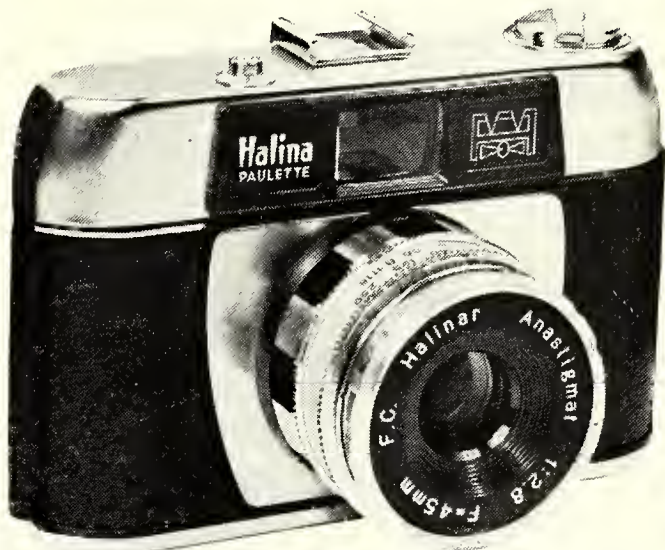
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